

## ASX RELEASE

### Onthehouse deepens its relationships with Australia's leading banks

**Monday, 14 July 2014:** Onthehouse Holdings Limited (ASX: OTH) is pleased to announce that it has deepened its relationships with Australia's leading banks, having renewed and extended its partnerships with three of the major banks, with a fourth major bank expected to follow shortly.

These renewed and extended partnerships reflect the success the banks have achieved through Australia's leading property information portal [www.onthehouse.com.au](http://www.onthehouse.com.au) over the past 12 months, combined with the strength of the company's data set containing information on 98% of Australia's properties.

In addition to expanding the advertising commitments of the banks via the sponsorships of:

- [www.onthehouse.com.au](http://www.onthehouse.com.au)
- onthehouse.com.au's Investor Centre (desktop and mobile)
- Onthehouse's Real Estate Ad Network consumer facing products, distributed via real estate agents, including print magazines, physical display opportunities and online display advertising and eNewsletters on agent sites
- real estate agent products delivered across Onthehouse's Console front and back office software platform, including the recently launched REsearch agent data product,

these renewed partnerships further grow the banks' relationships with the broader Onthehouse group through the distribution of Onthehouse data products and customised investor research tools and reports which they can now provide to their retail clients.

Commenting on the renewed partnerships with Australia's leading banks, Onthehouse CEO Michael Fredericks said:

"Onthehouse's growing engagement with consumers, combined with its position as a trusted source of information for millions of Australian property owners and investors, is a strong fit with leading consumer brands seeking to engage with a highly engaged and high value online property audience.

"We are delighted that Australia's leading banks have decided to renew their partnerships and importantly increase their engagement with Onthehouse over the next 12 months. We already see the opportunity to develop new products and services that will add even more value to property consumers and agents through these partnerships.

"A key tenet of our growth strategy and business model has always been the support and innovation that Onthehouse provides to Australia's real estate agents. The close partnerships that we have forged with almost half of Australia's real estate agents through our Console front and back office software platform, now including REsearch, as well as the Real Estate Ad Networks services is a key strength of the business. Our renewed and growing partnerships with Australia's leading

Members of Onthehouse Holdings Ltd.



banks will help further strengthen and expand the relationships Onthefhouse has with Australia's real estate agents and property consumers."

Onthefhouse.com.au is already the third largest real estate portal in Australia, however, the banks are also gaining advantage from Onthefhouse's total media network which attracts over 5 million unique visitors per month, making it the second largest online real estate media network in Australia.

By amalgamating feeds from multiple data sources, onthefhouse.com.au curates information to provide the most comprehensive set of property data freely available to consumers, within its Property Profiles. Over the last 12 months, consumers downloaded over 36 million free property reports from [www.onthefhouse.com.au](http://www.onthefhouse.com.au).

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#### **About Onthefhouse Holdings Limited**

Onthefhouse Holdings Limited (ASX: OTH) is an ASX listed Australian online real estate content and services platform headquartered in Brisbane. The business divisions operated by the Company consist of the Consumer Online Division and the Real Estate Solutions Division.

The Consumer Online Division is a platform of publicly available real estate websites underpinned by the [www.onthefhouse.com.au](http://www.onthefhouse.com.au) website, providing free access to an extensive database of real estate content and property values on most properties in Australia, including traditional real estate online classified listings. The website is comparable to successful offerings in the US (Zillow) and UK (Zoopla) and has very quickly become the third largest online real estate platform in Australia.

The Real Estate Solutions Division provides tools for real estate agents, other property professionals and financial institutions. It provides an integrated platform for office administration, property sales and management applications, online advertising solutions and other business performance tools for real estate agents and data and valuation related services for financial institutions utilising Onthefhouse's extensive database.