



28th August 2014



- **The time is now – reinvesting to “own” our space**
- **Leveraging data to disrupt first generation businesses**
- **Fast growing consumer online audience**
- **Partnering with real estate agents**
- **Monetising audience**
- **It’s all about data**
- **There’s more to come**

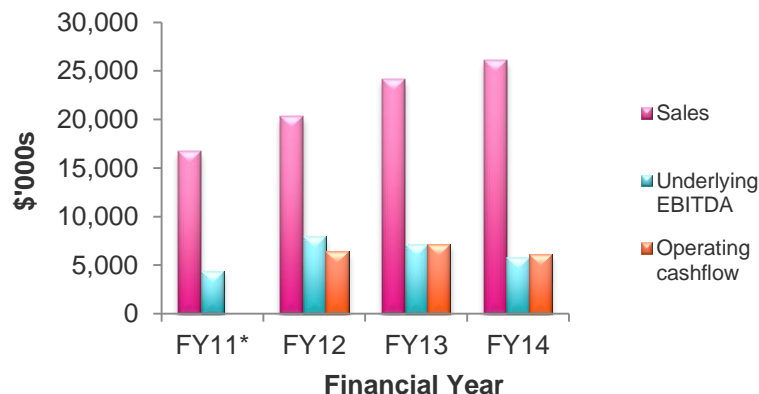
A busy 12 months

1. Further strengthened real estate agency partnerships
2. Consolidated software brands under Console
3. Launched RESearch
4. Invested in building our data platform – core to everything
5. Continued to grow online consumer traffic – now at 1.7m UVs per month
6. Invested in our Next Generation website

The opportunity is large – reinvesting for growth

(\$'000)	FY14	FY13	Change
Sales revenue	26,117	24,100	+8%
- Real Estate Solutions	23,026	22,056	+4%
- Consumer Online	3,091	2,044	51%
EBITDA	5,485	7,049	-22%
Underlying EBITDA¹	5,813	7,121	-18%
Statutory NPAT	423	1,008	-58%
Normalised NPAT²	4,193	5,434	-14%

Historical Revenue and EBITDA



* Pro-forma results, no information available for cash flow

Operational strategy continuing to drive revenue growth

- Group sales revenue up 8% to \$26.1m
- RES up 4% as we focus on our cross sell strategy, leveraging stable customer base
- Consumer Online up 51%, as scaling highly engaged audience is being monetised

Business investment to maximise long term advantage from first mover opportunity

- Underlying EBITDA down 18% to \$5.8m
- Continued to build product capability and improve customer service with c12% increase in workforce in FY14
- As expected, full twelve month impact of c40% increase in workforce over 2H13

Strong balance sheet with growing net cash

(\$'000)	30 June 14	30 June 13	Change
Cash	3,416	4,187	-18%
Goodwill and intangibles	65,232	66,287	-2%
Total assets	73,089	74,584	-2%
Total borrowings	(1,672)	(3,842)	-56%
Total equity	62,886	62,229	+1%
Net Cash	1,744	345	+406%

- Closing cash balance down 18% to \$3.4m
- Strong cash flows reduced debt by 56% to \$1.7m
- Positive net cash position at 30 June 2014 of \$1.7m

Strong cash flows funding growth

(\$'000)	FY14	FY13	Change
Operating cash flow ¹	6,238	7,232	-14%
Investing cash flows	(4,839)	(7,087)	-32%
- Investment in product	(4,518)	(2,631)	+72%
- Investment in infrastructure (net)	(321)	(829)	-61%
- Acquisitions	-	(3,627)	100%
Financing cash flows	(2,170)	976	-322%
Net change in cash	(771)	1,121	
Cash at beginning of period	4,187	3,066	
Cash at end of period	3,416	4,187	-18%

- EBITDA cash conversion rate > 100%

Strong operating cash flow of \$6.2m

- Decrease from FY13 reflects increased business investment
- Funded repayment of debt and increased business investment

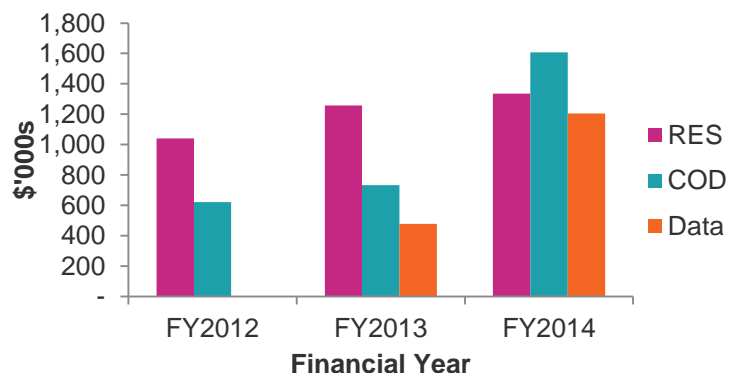
Investing cash outflows down 32% to \$4.8m

- FY13 outflows reflective of acquisitions of \$3.6m
- Investment in product up 72% to \$4.5m

Financing cash outflow of \$2.2m

- Repayment of \$2.09m acquisition related debt
- \$0.29m equipment facility drawn and subsequent repayment of \$0.37m

Product & Platform Investment



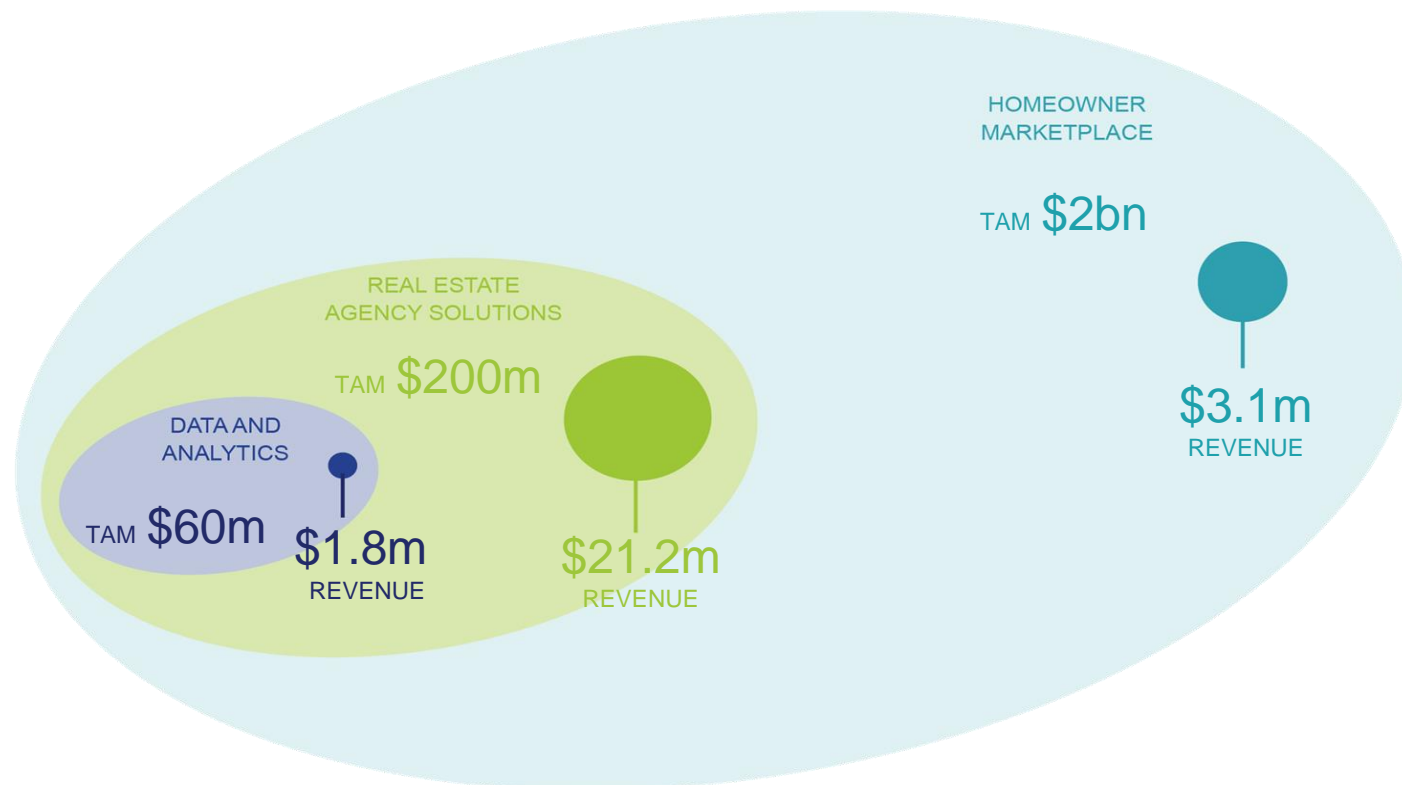
Business Segments: Results

Segment Performance	Revenue \$'000	EBITDA ¹ \$'000	Margin %
30 June 2014			
Real Estate Solutions	23,026	15,818	69%
Consumer Online	3,091	330	11%
Unallocated income / (expenses)		(10,335)	
Total	26,117	5,813	22%
30 June 2013			
Real Estate Solutions	22,056	16,226	74%
Consumer Online	2,044	(277)	(14%)
Unallocated Income / (expenses)		(8,828)	
Total	24,100	7,121	29%

- **Good revenue growth in Real Estate Solutions and Consumer Online**
- **Investment in RES customer service and product performance softened margin**
- **Margin growth in Consumer Online as we monetise the growing audience**
- **Increased centralised costs to drive growth strategy**





Underlying “stand alone” business performance

FY14 (\$'000's)	Data & Analytics ¹	Real Estate Agency Solutions ¹	Consumer Online & Mobile	Unallocated	Group Total
Revenue	\$1,778	\$21,248	\$3,091		\$26,117
Underlying EBITDA ²	(\$396)	\$9,672	(\$1,471)	(\$1,992)	\$5,813
Margin	(22%)	46%	(48%)	n/a	22%

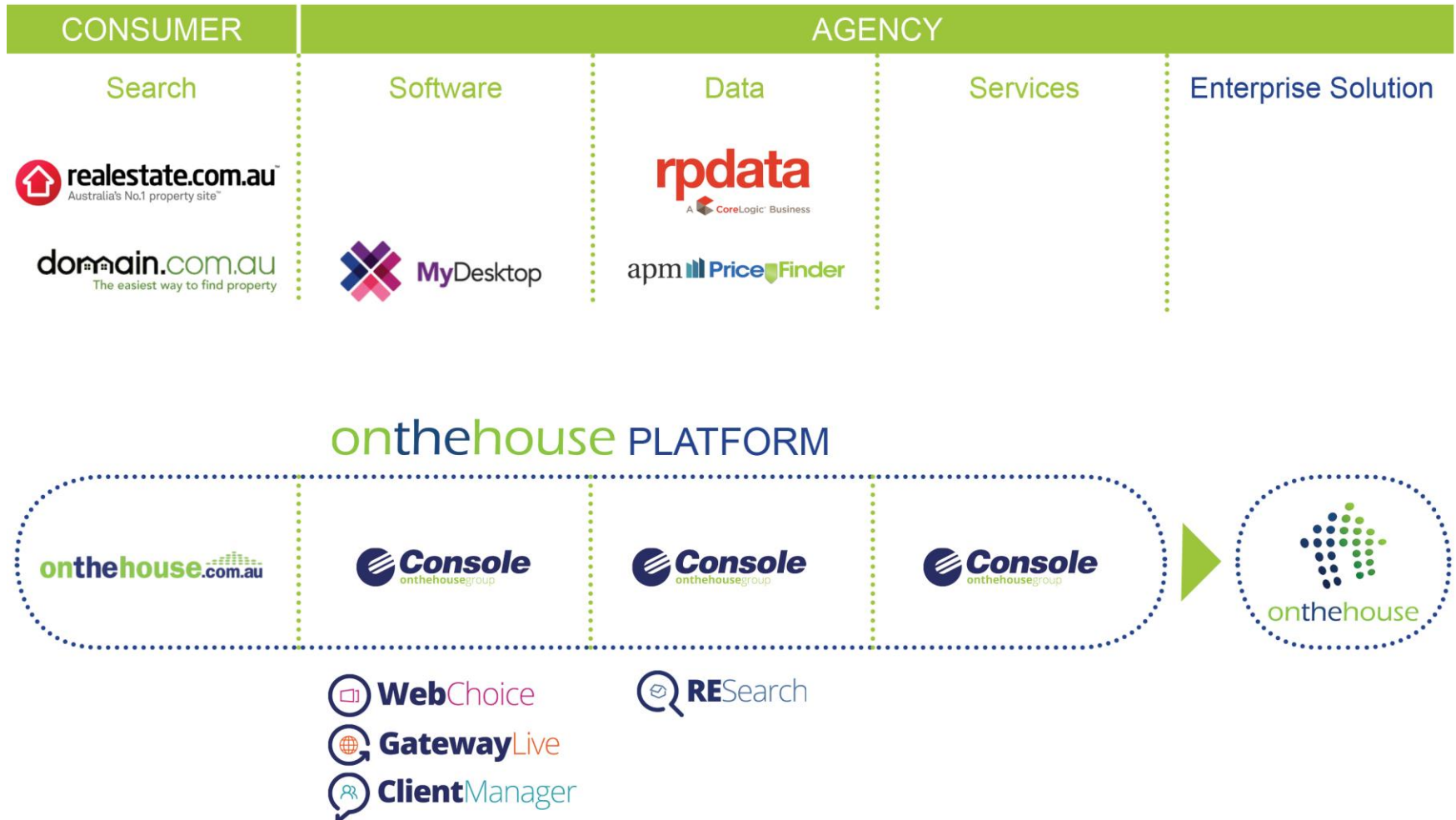


- 
- The time is now – reinvesting to “own” our space
 - **Leveraging data to disrupt first generation businesses**
 - Fast growing consumer online audience
 - Partnering with real estate agents
 - Monetising audience
 - It's all about data
 - There's more to come

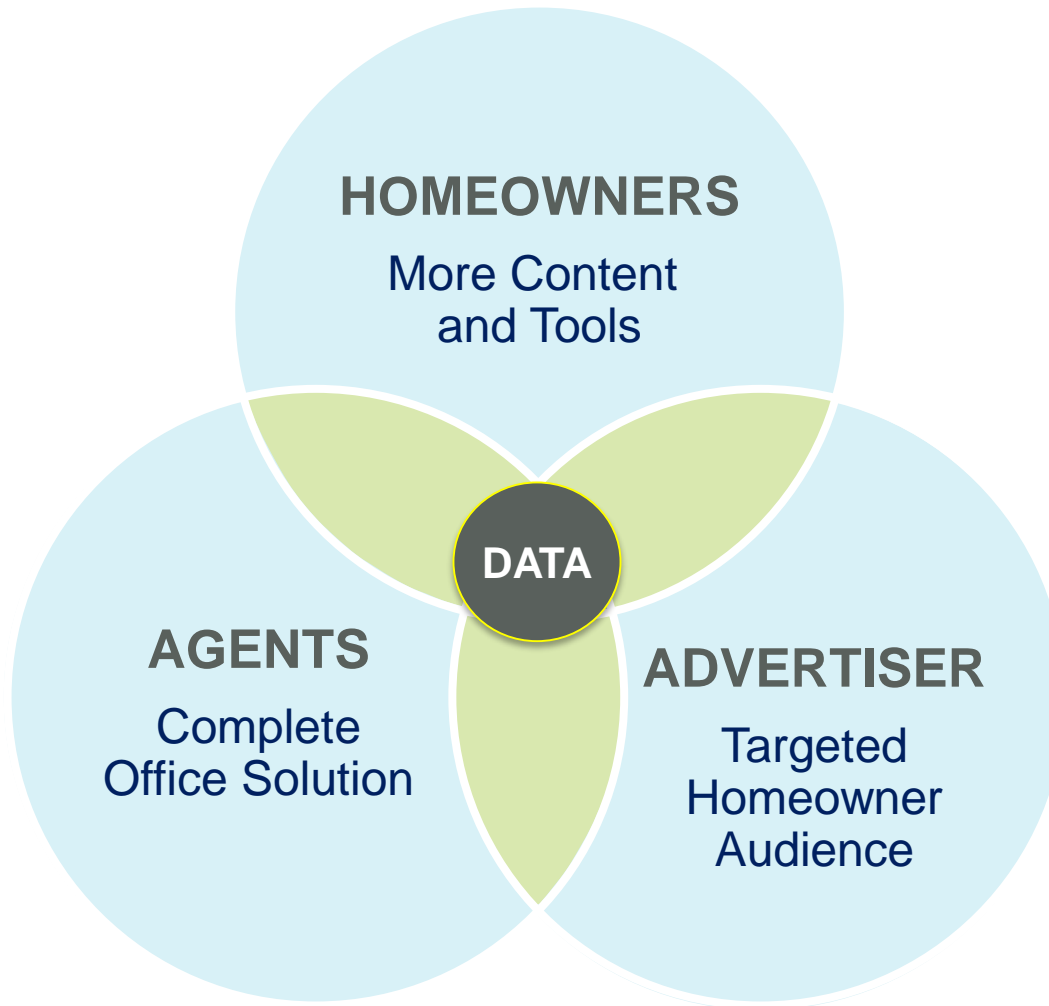
Industry fragmentation = Market inefficiencies

CONSUMER	AGENCY			
Search	Software	Data	Services	Enterprise Solution
        <p>70+ suppliers</p>	       <p>30+ suppliers</p>	  	<p>100s of independent groups</p> <p>1000s of independent consultants</p>	

Industry fragmentation = Market opportunity



Data & Data Platform are propelling our competitive advantage



Three symbiotic audiences – OTH unique value proposition

Creating compelling value for homeowners, real estate agencies and other property advertisers – Content driven products, knowledge, revenue & savings

Homeowners

Free access to
much more
property content

Generate data
from content
engagement

Marketplaces +
Alerts + User
Experience

Real Estate Agency

More effective
advertising
solution

Easier to use and
cheaper, integrated
software & content


Bundled
enterprise
solutions

Advertisers

Access to
homeowners in
context

Behavioural
Targeting + Data

Innovation

- 
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OTH providing consumers with content, engagement and personalisation of their experience

Consumers

Free access to more in-depth, more current Property Data

Ability to engage with and personalise the Content

Marketplaces + Alerts + User Experience

Old model

Data access via agents or paid for via specialist providers

No access to engage or personalise

Time consuming across fragmented series of local websites

New model

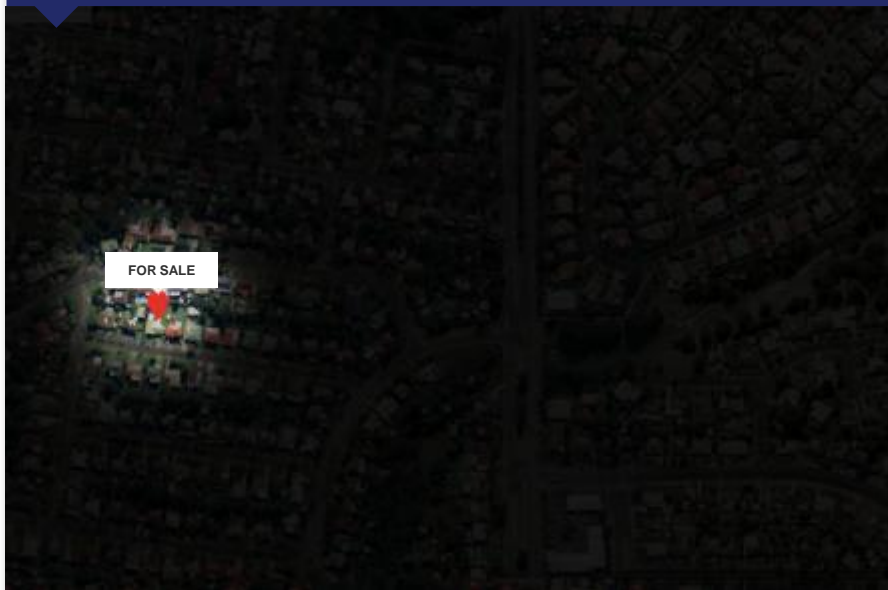
Free access to single source of data – historical and real-time - from partners

Real-time engagement with the data – personalising it to meet their needs

Two-way engagement with service suppliers relevant to specific needs and location

First mover advantage – Consumer empowerment with more content & analytics

First Generation – Classified Listings



Domain

realestate.com.au
Australia's No.1 property site

Second Generation – Informed Property Decisions



trulia

Zillow.com

Zoopla
Smarter property search

onthehouse.com.au

A Different Search Experience

Not just the 5% of Properties Currently For Sale or Rent.



FOR SALE

26 Hanworth St
Bondi Junction
\$500,000

HOUSE 3 2 2

PROPERTY HISTORY

14 Heath St
Bondi Junction
\$630,000
SOLD: 20 JAN 2013

HOUSE 4 2 2

FOR RENT

11/34 Hanworth St
Bondi Junction
\$500 P/W

UNIT 2 1 1

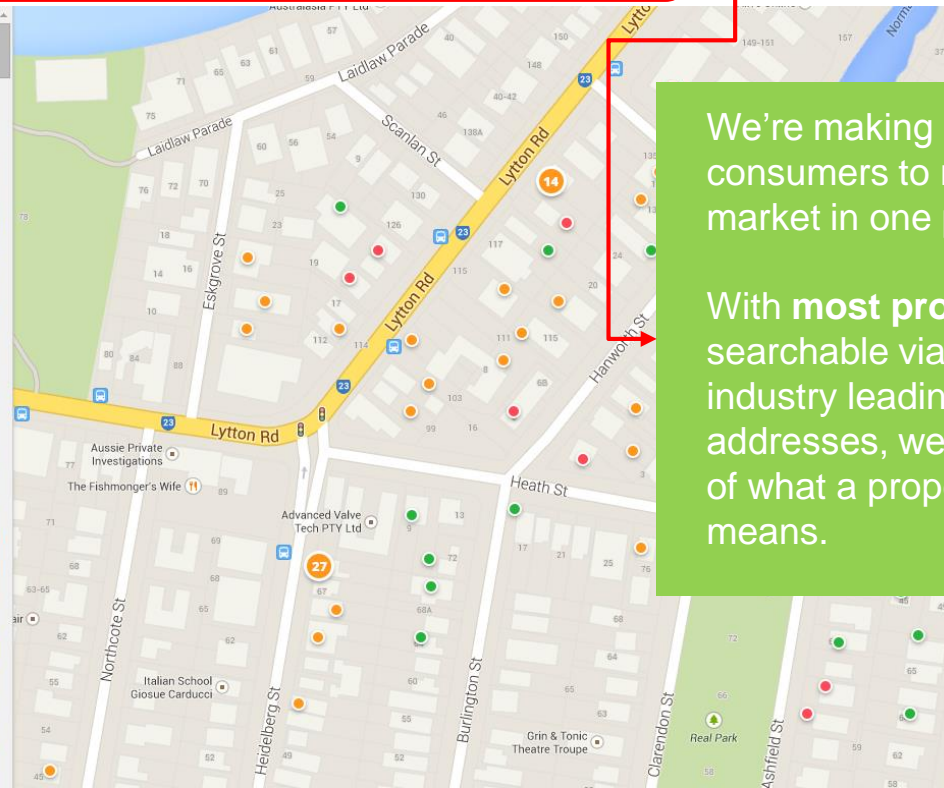
PROPERTY HISTORY

26 Hanworth St
Bondi Junction
\$450 P/W
15 DEC 2012

HOUSE 3 2 2

FOR SALE

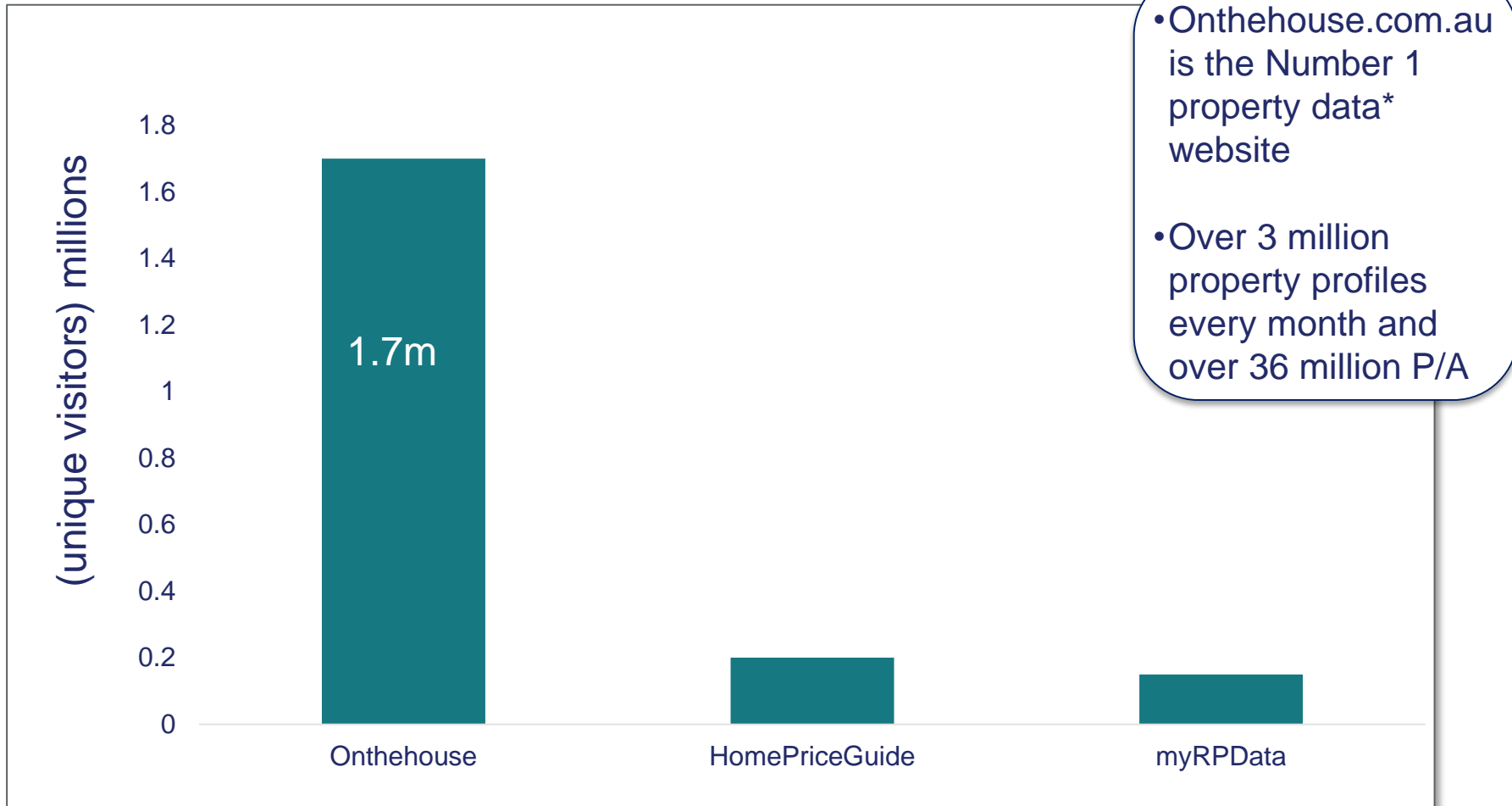
32 Glasgow Ave
Bondi Junction
\$850,000



We're making it possible for consumers to research the entire market in one place.

With **most properties** in Australia searchable via our portal, and industry leading search rankings for addresses, we're redefining the idea of what a property portal in Australia means.

#1 Consumer property data website in Australia

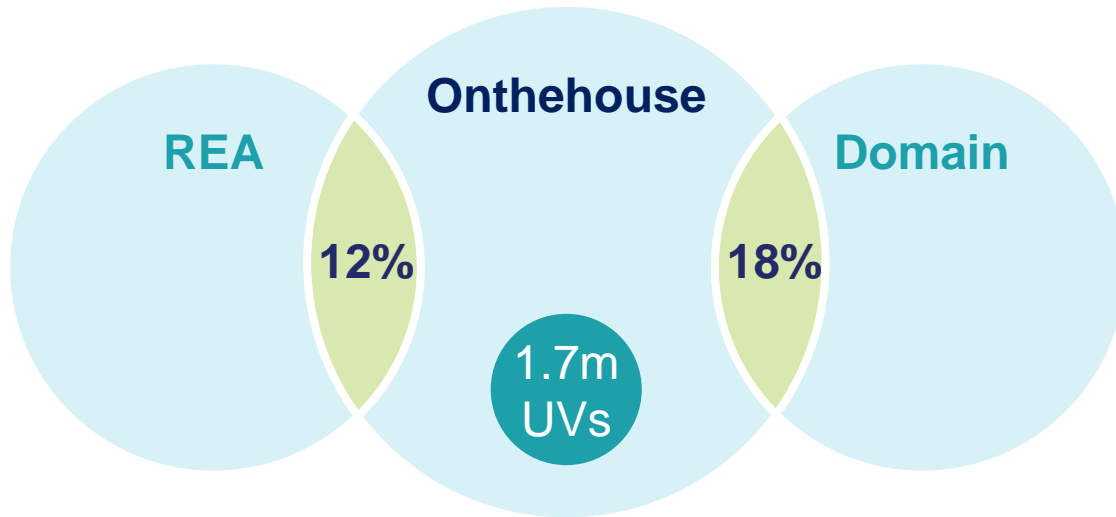


Source: Google Analytics, April 2014

Nielsen Answers Netview – Jan2013

* Property data includes listings, historical sold data, historical rental data, land sizes, block data and analytics

A different audience – by design



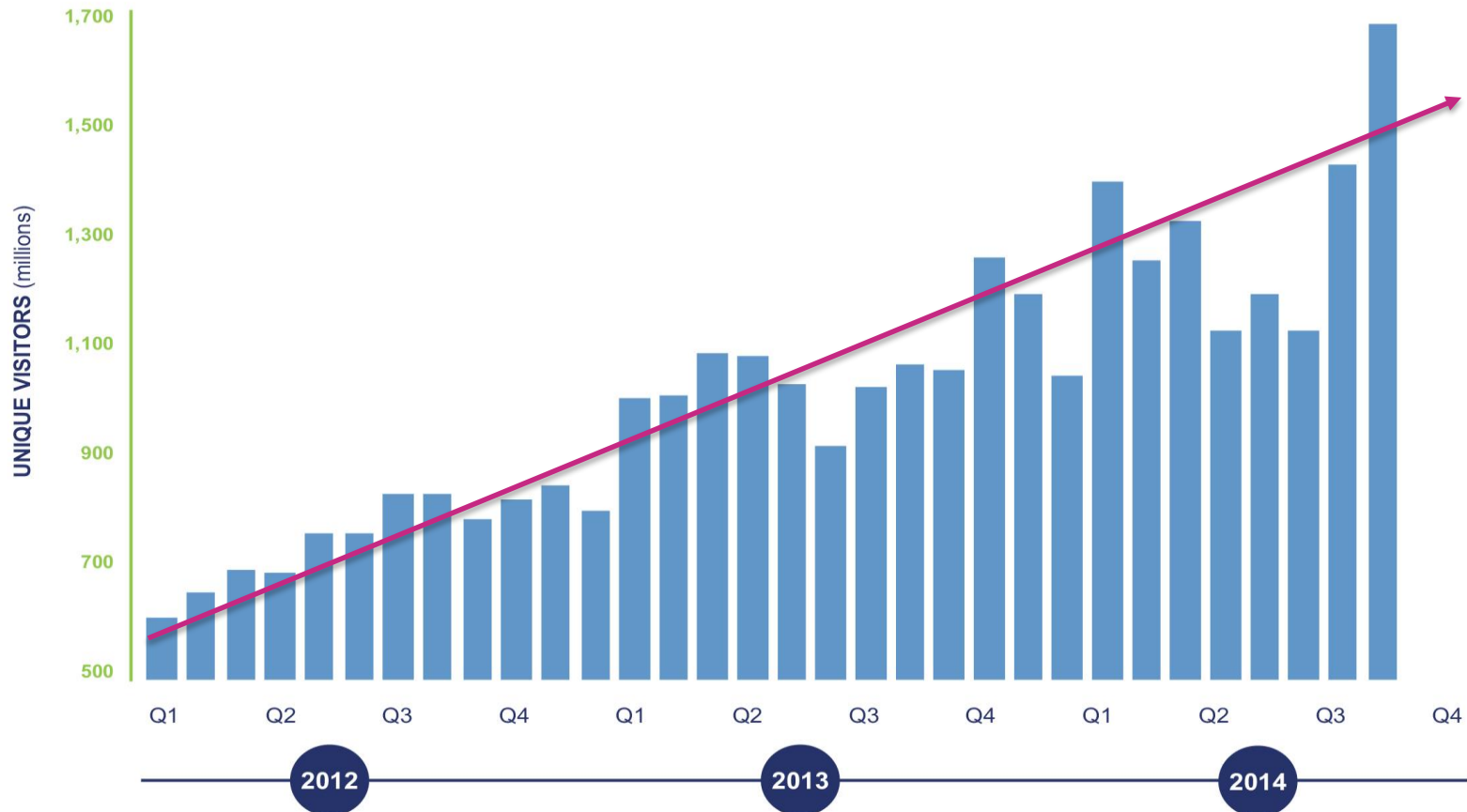
- **Onthehouse is focused on vendor and investor audience,**
 - Not just buyers and tenants
 - Homeowners contemplating property transactions
 - Homeowners and Investors repeatedly researching property

Home Owner traffic scaling with healthy mobile growth

**Traffic up 38%
since July 2013**

**59% Growth PCP
(August 2014)**

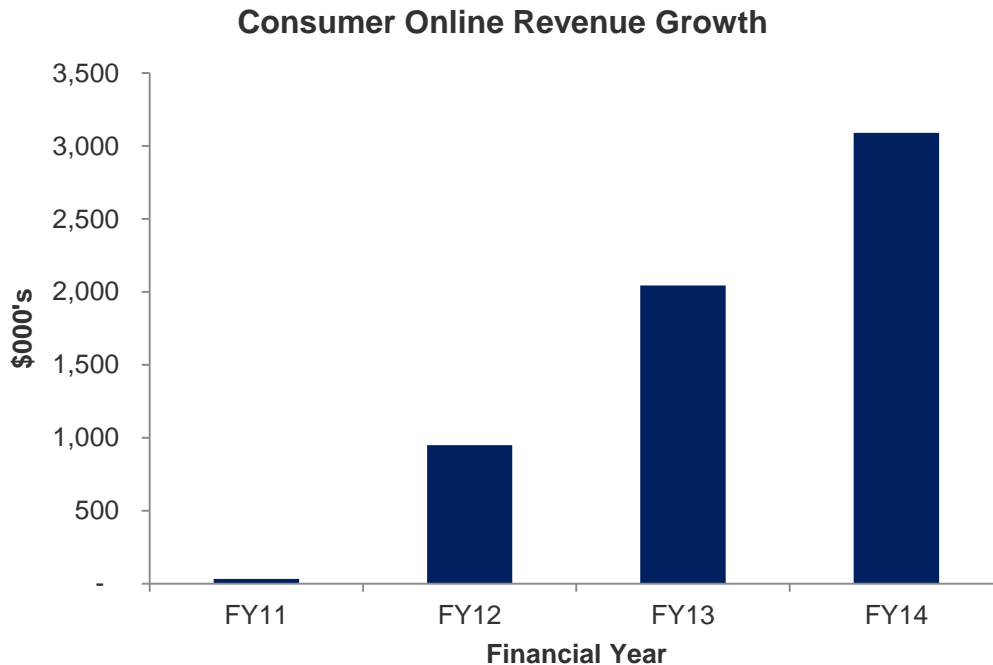
**Mobile to 45% in
FY14**



Source:

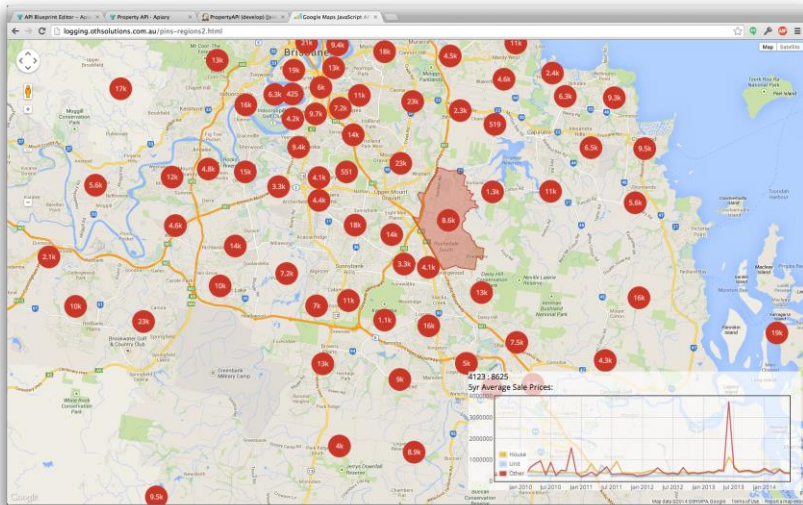
20 Google Analytics August 2014– may include duplications
Onthehouse Management Reporting - August Estimation on comparison to the prior corresponding period

Momentum building monetisation of audience

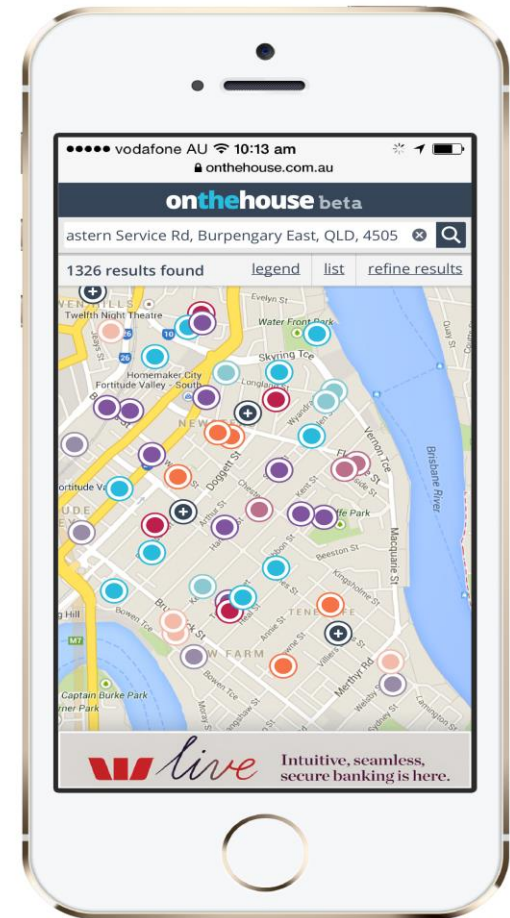
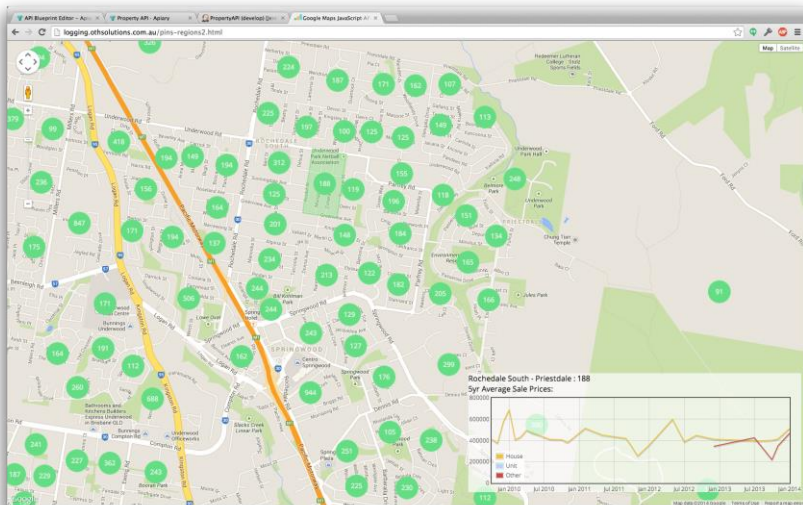


- **Revenue up by 51%**
 - Increased media sales across banks, mortgage brokers, property developers and retail/home improvement
 - Retail and home improvement advertisers 6% of media sales for FY14
 - Strategic partnership with HiPages Group, Australia's largest network of trade professionals

Onthehouse Next Gen – Redefining property content search

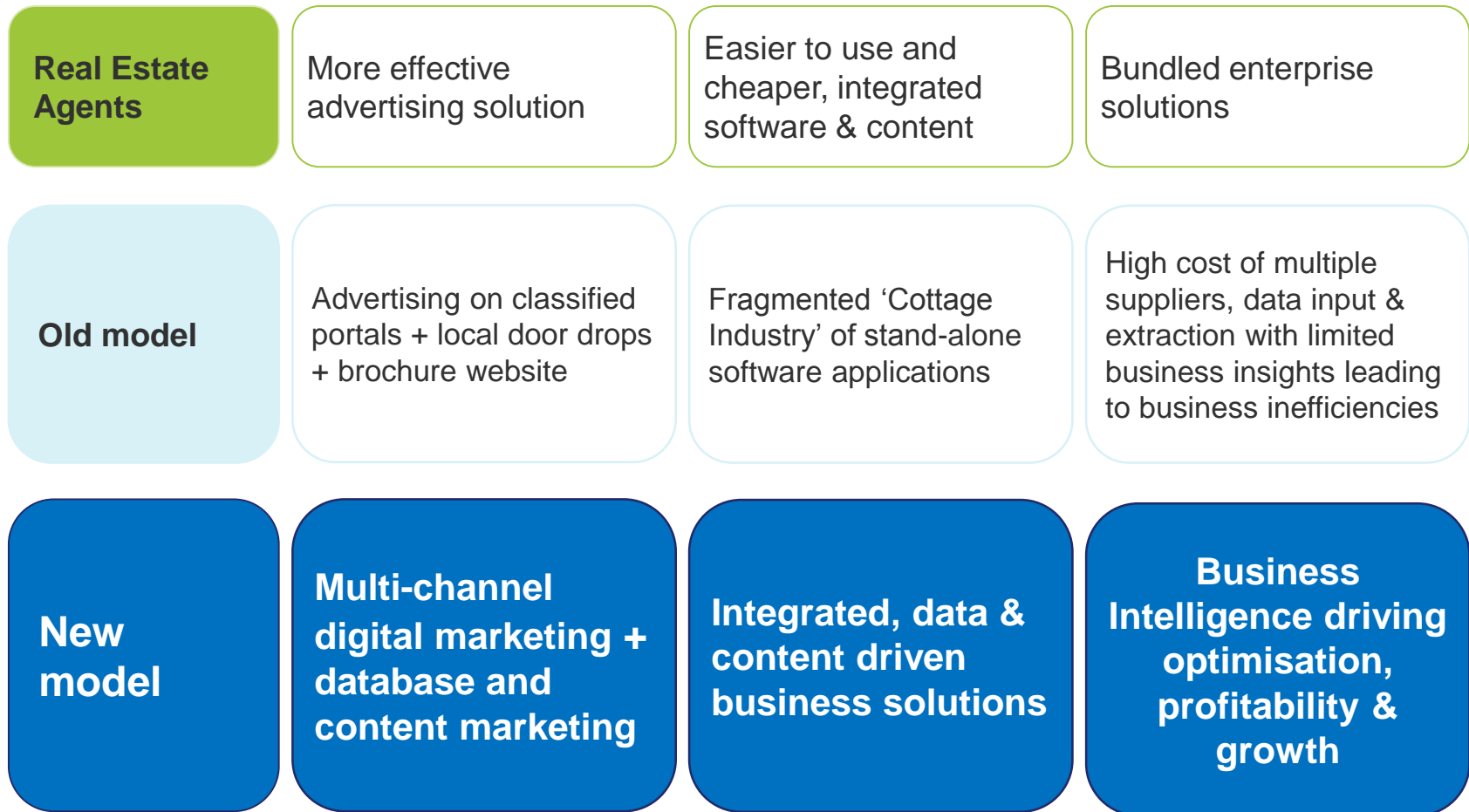


Map view



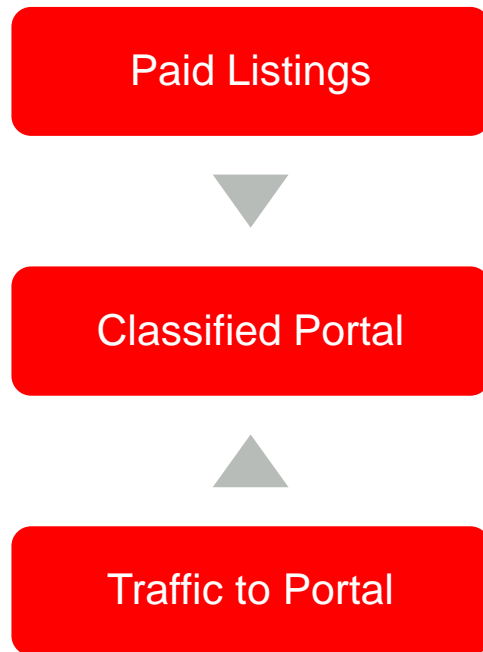
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Working with Industry on the 2nd Gen business model



Classified Portals v Ontheshouse 'Enterprise' Solution

1st Gen Classified Portals



Ontheshouse.com.au



Onthecorhouse.com.au - A genuine partnership with industry



Our Network



Property Details panel

Property status: On Market, with no inline Tabs

Panel width: 770px

For sale

Full screen view

20 Corn Street
Holland Park West, QLD 4121

Ray White

Dianne Deem
0434 581...
Contact Dianne

Sold (last 12 months) 25 Currently listed

Property ID: [ID_NUMBER]

In partnership with Commonwealth Bank

Description

Situated amongst some of Holland Park's finest homes, and enjoying sunny north-facing aspects, this pristine home awaits a brand new owner.

The astute young family or couple with an eye for classic design and a desire for sleek, modern living will be delighted with this appealing Queensland style home.

This is your chance to own this beautiful three bedroom cottage with extremely rare two street access. Just 5kms from the heart of Brisbane, this meticulously presented property gives the

More details ...

Calculated Estimate
\$835,000

Value Change
▲ \$20,875 2.5%
In the last 12 months

Value Range
\$805,000 - \$860,000

Accuracy Level
low mid high

Property Info

Property Type: House
Land Size: 405 sqm
Listing Type: For Sale
Amenities: Aircon/Heating

Investor info

Current Houses Units

OTH has been strengthening its relationships with agents

FINANCIAL REVIEW

“REA shows contempt for property agents”

“REA ‘trademark grab’ angers real estate agents”



“REA threatens agents’ future: Domain CEO”

“Embrace other listing portals”

“Industry-owned portal name revealed, launch imminent”

“REIV warns agents over REA fees”

“Major franchise throws support behind REDMS”

“Top agent slams ‘absurd’ realestate.com.au pricing”

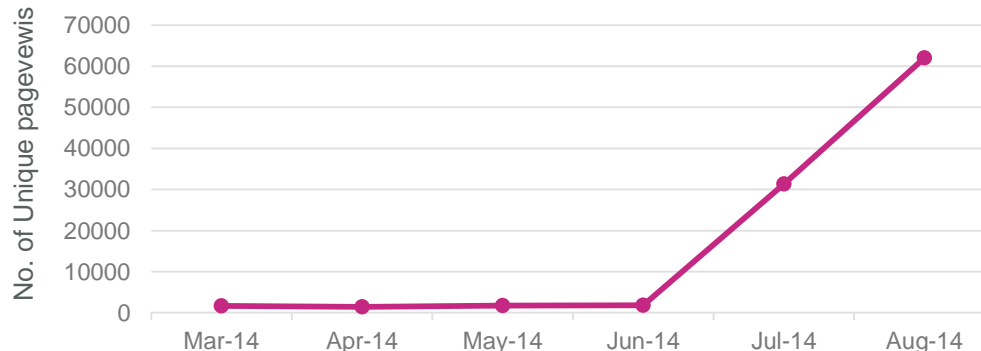
- **Increased agent relationships and partnership**
 - 31% increase in support staff
 - more support staff training
 - 362 improvements and features to GatewayLive
 - 18 days to 3 days ie start of sprint task to completion
 - Testing 7 days to 1 day
- **Accelerate plans for engaging with agents around listings**
 - 20% increase in active agent members year-on-year (FY14)
 - 46% increase in listings Q4 pcp

Increasing Engagement with Onthefhouse.com.au

Agency Accounts on Onthefhouse.com.au FY14



Unique pageviews to Onthefhouse.com.au
'Agent Login' Pages



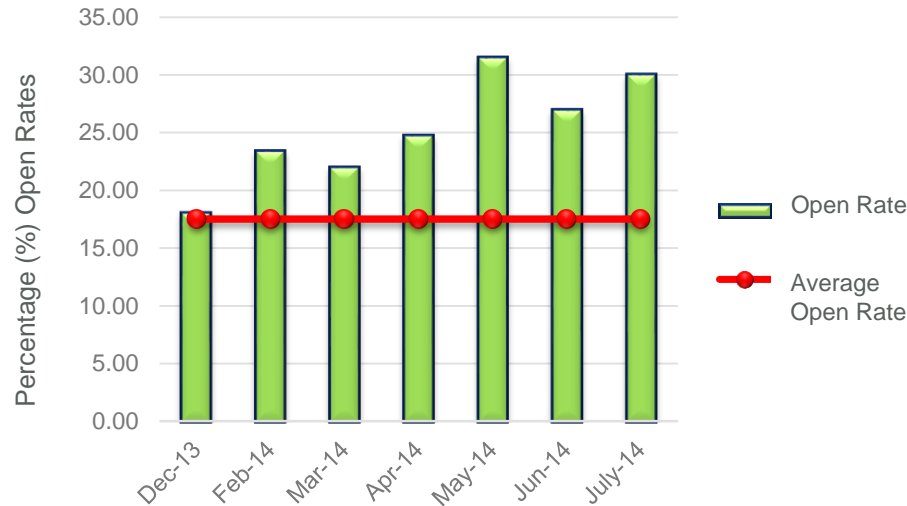
- **Market conditions and marketing activity are demonstrating the agents' desire to engage with Onthefhouse.com.au as a listings platform**
 - Our strategy has been “vendors and investors” rather than buyers
 - This trial and market conditions have demonstrated a real opportunity to further disrupt the classified portals
 - Both agent membership and agent traffic have seen a sharp increase

Source:

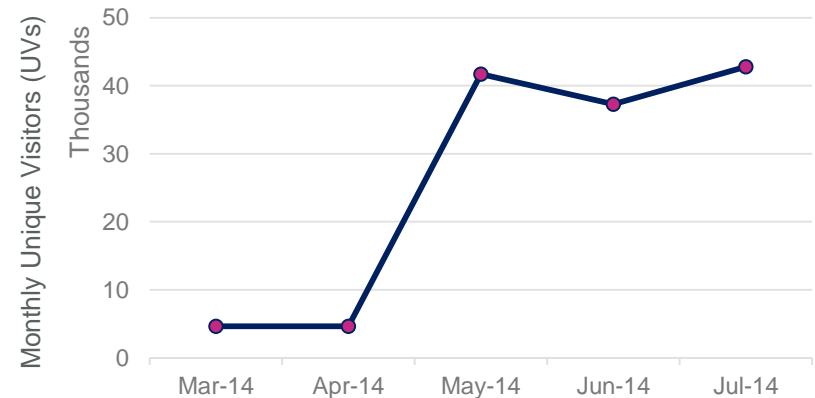
28 Google Analytics August 2014– may include duplications
Onthefhouse Management Reporting - August Estimation

Increasing Engagement with Console

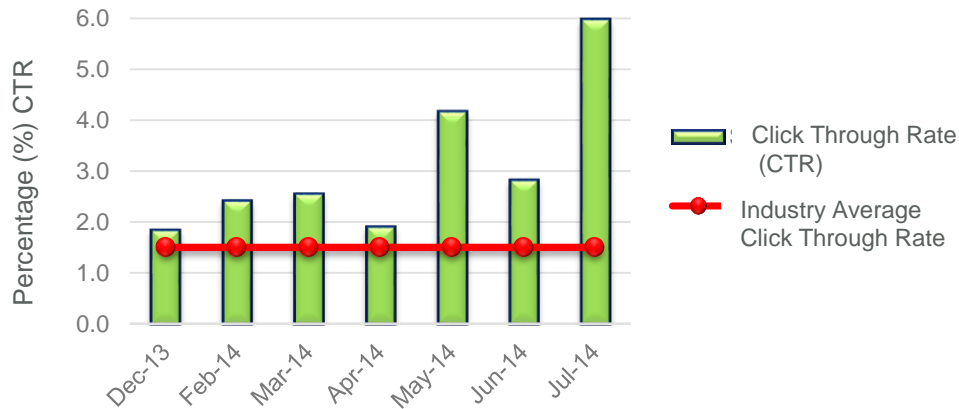
Increasing Open Rates from Newsletters



Traffic ('000s visits) to Console.com.au



Increasing Click Through Rate from Newsletters



- **Content Marketing Strategy driving engagement rates**
 - General + Marketing Newsletters
 - Open Rate + CTR above industry averages, and growing
- **Traffic to new website driving much greater reach**
 - Greater engagement with product (software + solutions)

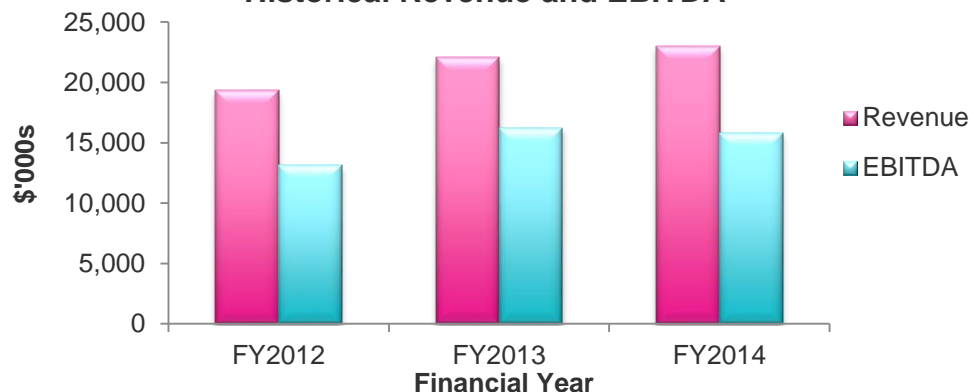
Source:

29 Google Analytics August 2014– may include duplications
Onthehouse Management Reporting - August Estimation

Focus on increasing yield from existing customer base

Transitioning to cross selling and innovation

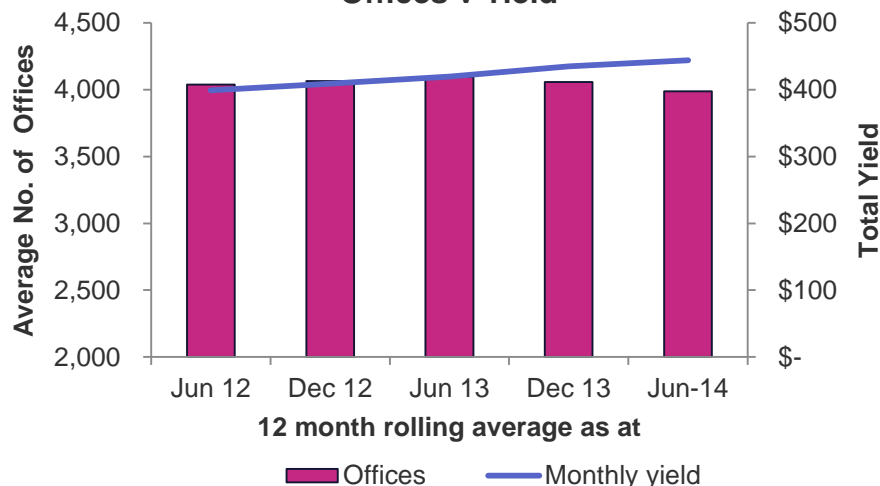
**Real Estate Solutions Segment
Historical Revenue and EBITDA**



- RES Revenue up 4% to \$23.0m**

- Increasing yield through cross selling (10% of sales for year were cross sells compared to 9% in FY13)
- Monthly yield up 6% to \$444 per office from \$420 at June 2013
- Refraining from increasing yield through significant price increases
- Agent numbers remained steady

Offices v Yield



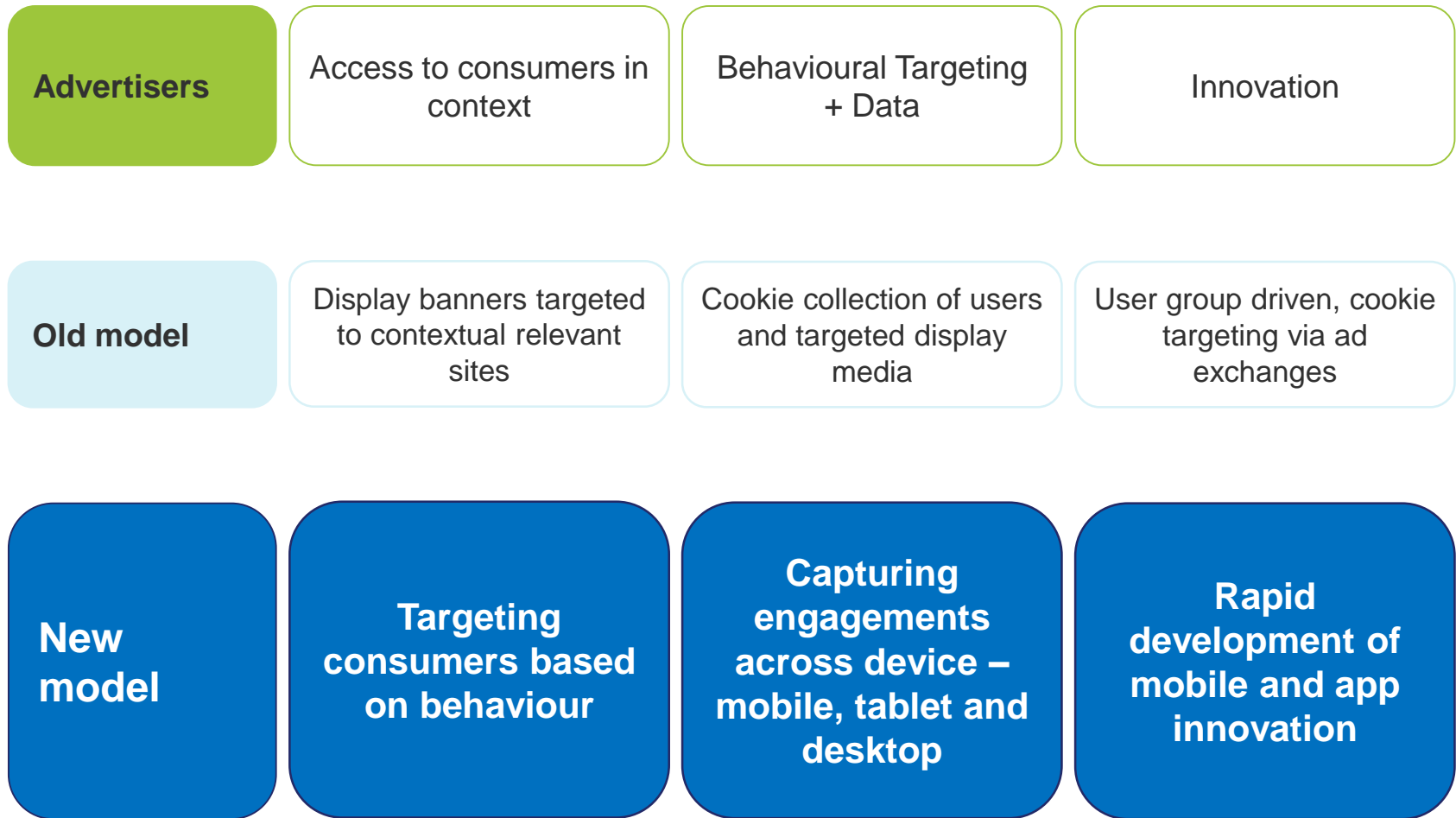
- RES EBITDA down 4% from FY13**

- Slight reduction in margin to 69% (FY13: 74%; FY12: 68%)
- Increased investment in customer service, support and marketing
- Reinvested \$1.3m into RES products (excluding data platform)

- ANZ renews AVM contract**

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Banners and display targeted by consumer behaviour



A targeted homeowner and investor audience

Network Stats

UVs: over 5.6M per month
PIs: 30M per month

Ad formats:

Banner Display, Text Links,
Content integration, Calculators,
Lead Generation, M-sites / Apps,
eDM & Solus, Digital Retail Signage,
Open for Inspection & Sold
sponsorships, Data APIs

Our Brands

onthehouse.com.au

Console
onthehousegroup

RESearch

WebChoice

RESIDEX
Leaders in Real Estate Technology

AdMe

GatewayLive

ClientManager

REALESTATEADNETWORK

Our Network

BarryPlant
Your next career experience

eview
REAL ESTATE PARTNERS

rentfind.com.au

ALEX SCOTT
AND STAFF
Est. 1996

WATERSIDE
propertysales.com.au

hockingstuart

Realestate
commercial | residential

LJ Hooker

Raine&Horne

Stockdale
& Leggo
real estate

first national
REAL ESTATE

seniors housingonline

R&W

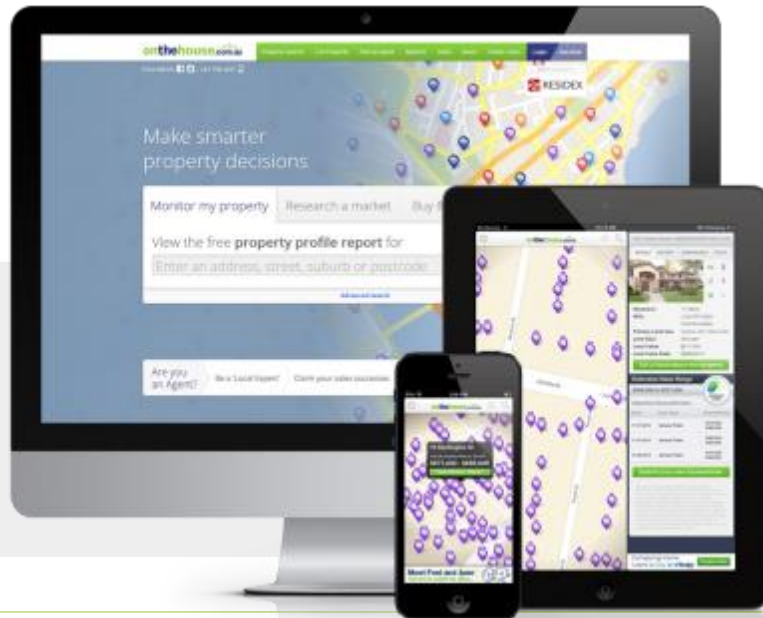
STARR PARTNERS
Real Estate

集房
Gifang.com

房资
Fangzi.com.au

Our Properties
Click to Buy or Sell Your Property

hi pages.com.au
Home improvements start here



Why advertise?

- Must visit destination for serious property consumers
- Richer property data than RP Data, REA and Domain
- Continuous exposure with property consumers before, during, after & beyond the property transaction

Products and Platforms



Web



Mobile



Social



Email



Print



On-ground



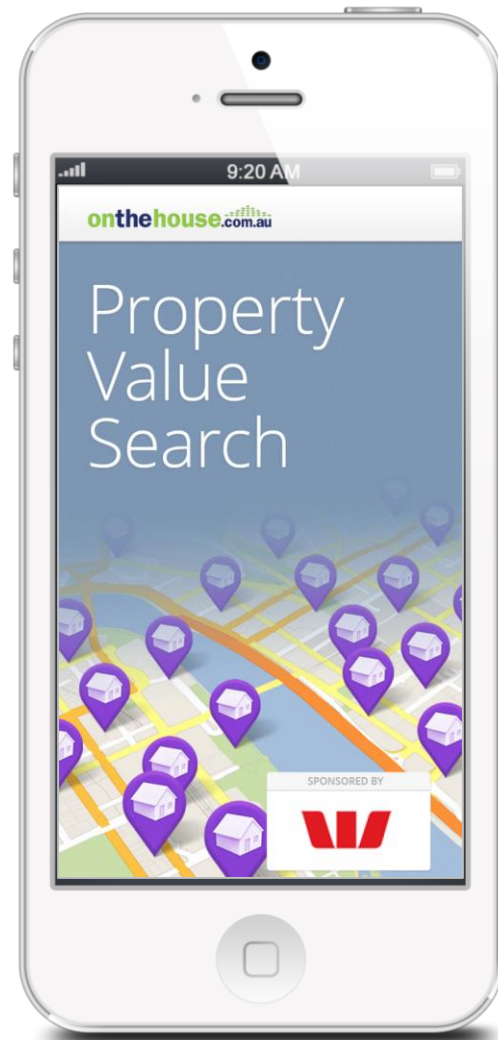
Data

Sophisticated advertisers understand the benefits: *and are looking for more opportunities!*

“Based on the strength of our relationship with onthefhouse.com.au in the last 12 months, we were keen to further extend our partnership”

“Onthefhouse’s growing engagement with consumers, combined with its position as a key source of information for millions of Australian property owners and investors, is a strong fit with [our] objectives.”

“ Onthefhouse 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 four of the major banks in the country ”



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Creating Australia's single source property truth

Data Platform

Flexible, single 'source of truth' engagement database

Big Data and Data-driven Marketing

API-driven Development Platform

Old model

Fragmented & un-integrated databases

Databases driving emails and not linked to business operations

Incomplete, inaccessible and expensive data

New model

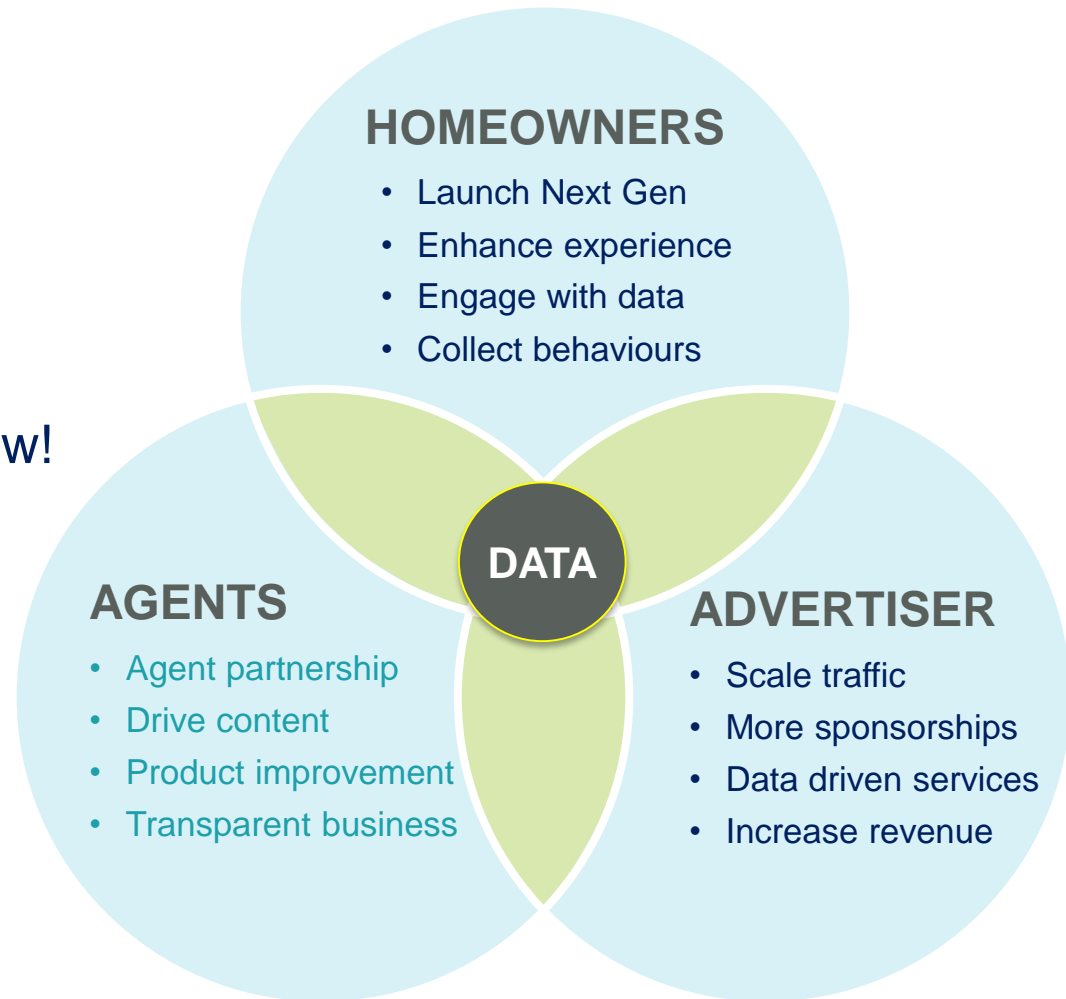
Elastic data structure able to absorb, analyse and disseminate data from multiple sources

Business Optimisation - Behavioural Targeting + Data Analytics and Reporting

A Free Single source of truth for property applications

Data & Data Platform are propelling our competitive advantage

1. Grow top line revenue to propel investment
2. A significant opportunity
3. And the time is now!



Next Steps

What we did (FY14)

- Continued growth in revenues
- Increased investment in business to leverage first mover advantage
- Truly partnering with real estate agents
- Unique online experience driving fast growth in consumers
- Growing & monetising consumer audience
- Build out data platform












What we're doing (FY15)

- Continued investment to “own” our space
- Expect continued growth in revenue
 - Scaling Consumer audience
 - New real estate functionality
- Launch of new onthefhouse.com.au portal
- Further enhance real estate agent partnerships
- Further enhance data capabilities

Questions

Appendices

Our Products

Product	Description	Product	Description
 GatewayLive	The market leader in back-office administration software. Full property management trust accounting as well as an integrated CRM and sales module.	 WebChoice	An online software solution that provides CRM capable, full featured template websites to real estate agencies.
LiveAgent	Our mobile application (phone and tablet) that allows a property manager to inspect properties on the go. Fully integrated to Gateway.	 ClientManager	Our full featured CRM that allows agents to build and manage their database of clients. It includes marketing automation and lead nurturing functionality tailored to the real estate industry.
OnlineAgent	Landlord web portal which integrates into Gateway and it's databases, and allows Landlords to monitor their properties 24/7. Like internet banking for your investment property.	MobileAgent	Our mobile application which allows real estate agents to manage their website and CRM on the go. It also includes an integrated appraisal and listing presentation feature.
 REAL ESTATE AD NETWORK	Media sales agency specialised in managing, growing and monetising an Ad Network within the real estate industry.	 RESIDEX <small>Leaders in Real Estate Information</small>	Real estate and property data business utilising industry leading algorithms to produce Automated Valuations and property content used by some of Australia's leading banks and financial institutions.
 onthehouse.com.au	2nd Generation online Property Portal developed to create a real estate marketplace by empowering consumers with free property data for every address in Australia.	 RESearch	Ground breaking online data platform to allow real estate agents to access a live feed of property information as well as geo-spatial territory analysis and branded Comparative Market Analysis reports.
 Property Values App	An easy to use app to research what a property is worth. Search over 13.5 million addresses to see our current Guesstimate and previous sales history.	 AdMe	Unique service allowing real estate agencies to serve banners via their Webchoice website and eNewsletters to generate revenue from advertisers managed by the Real Estate Ad Network.
MarketWatch	Property Alert service open to members of the Onthehouse website.		

Amortisation

The Group's accounts include substantial intangible amortisation charges which predominately arise from accounting for the acquisition of subsidiaries and the amortisation of internally developed software.

The table below shows the expected ongoing amortisation in respect of the balance as at 30 June 2014.

\$'000s	30 June 2014 Carrying value	FY15	FY16	FY17	FY18	FY19	FY20 and beyond
Data							
<i>Acquired</i>	3,429	(462)	(462)	(462)	(462)	(462)	(1,119)
<i>Developed</i>	502	(63)	(63)	(63)	(63)	(63)	(187)
Customer contracts and relationships	7,863	(1,626)	(1,365)	(1,315)	(1,315)	(1,315)	(927)
Goodwill	43,267	-	-	-	-	-	-
Software							
<i>Acquired</i>	3,812	(1,716)	(1,618)	(451)	(27)	-	-
<i>Developed</i>	5,932	(1,706)	(1,683)	(1,542)	(993)	(4)	(4)
Other intangibles	427	(25)	(25)	(25)	(25)	(25)	(302)
Total	65,232	(5,598)	(5,216)	(3,858)	(2,885)	(1,869)	(2,539)

Disclaimer

Some of the information contained in this presentation contains “forward-looking statements” which may not directly or exclusively relate to historical facts. These forward-looking statements reflect Onthehouse Holdings Limited's current intentions, plans, expectations, assumptions and beliefs about future events and are subject to risks, uncertainties and other factors, many of which are outside the control of Onthehouse Holdings Limited.

Important factors that could cause actual results to differ materially from the expectations expressed or implied in the forward-looking statements include known and unknown risks. Because actual results could differ materially from Onthehouse Holdings Limited's current intentions, plans, expectations, assumptions and beliefs about the future, you are urged to view all forward-looking statements contained herein with caution.