



Half Year Results & Update

October 2014

Company overview: Vision



Group Vision:

Think Property, Think **iProperty**
the **largest** real estate service
provider in the Region

iProperty Group Limited is the **leader** in **online advertising** and **other real estate services** for real estate agents, developers and consumers in key Asian markets of Malaysia, Indonesia, Hong Kong and Singapore.

Company overview: Our key brands

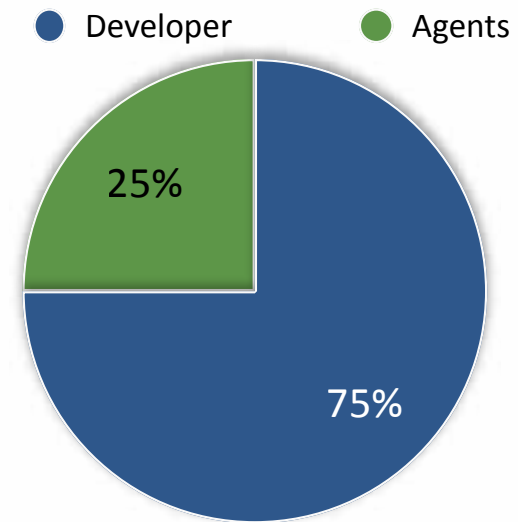


Market Size: Real Estate Advertising Budgets

Developers' advertising budgets (for new properties) across the key markets of Malaysia, Indonesia, Hong Kong and Singapore are **three times (3x) higher** than the Agents' advertising budgets (for the secondary market).

The total market is approximately **A\$1b**

Real Estate Advertising Budgets

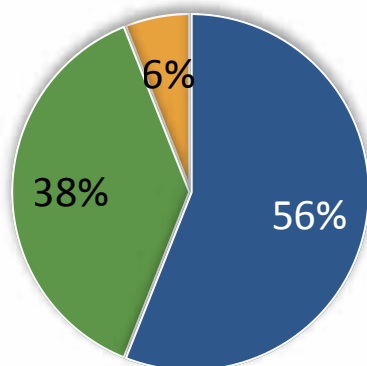


Source: Nielsen Research, Zenith Optimedia, Frost & Sullivan

Company Overview: Customers and Market Share

iProperty's Advertising Revenues

● Developer ● Agents ● Other



More than half of iProperty Group's **revenues** are generated by servicing **developer clients**.

iProperty Group is well positioned to capture the significant upside potential from the expected offline to online transition of advertising dollars.

Source: iProperty Group, Analytics

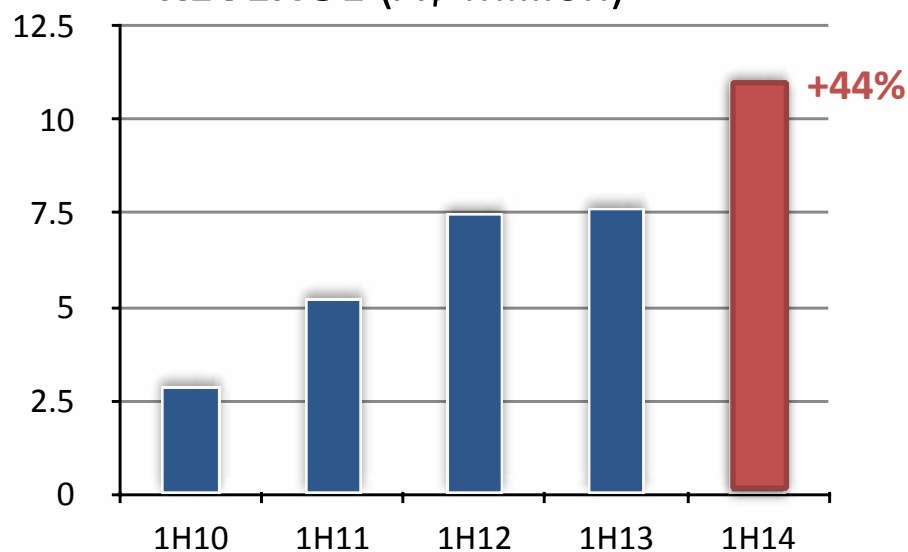
iProperty's Market Share

up to 8%

of the Total Advertising Spend

Company Overview: Financial Performance

REVENUE (A\$ million)

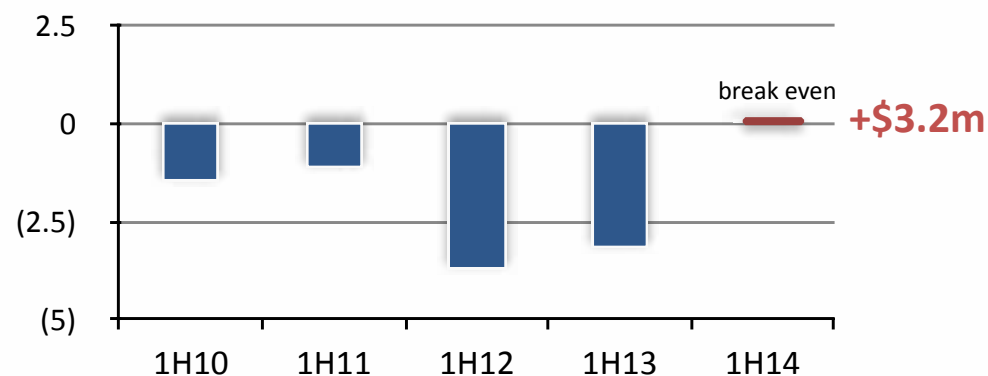


1H14 over 1H13: **Strong revenue growth** across the core business of 44%

- **Malaysian** revenues grew by 66%
- **Indonesian** revenues grew by 60% including a significant growth in market share
- **Hong Kong and Macau** revenues grew by 47%

EBITDA (A\$ million)

Note: FY14 EBITDA excludes impairment charge of \$8.8m



1H14 over 1H13: **Improvement in EBITDA of \$3.2m** as a result of

- **Strong control of operating expenses** which only increased by 1% to \$11m
- Continued improvement in the Malaysia **EBITDA margin to almost 55%**
- Hong Kong operations reaching **profitability**

Selected Corporate Developments (July 2014 to today) - I

Asian Property Sentiment Survey in August 2014



Latest iProperty Group Asia Sentiment Survey shows **improving property markets** for Malaysia, Hong Kong and Indonesia; Singapore market in downturn.

Launch of next generation of Consumer Application for Hong Kong in October 2014



New iOS and Android app allowing for **location services** (properties nearby), **mobile landing pages** for developments and floor plans (industry first).

Selected Corporate Developments (July 2014 to today) - II

Launch of Customer Mobile Application in Malaysia ('shopify')

in July 2014



Mobile app allowing agents to “bump” listings (i.e. move to the top of the search) and to get alerts for listings which drop in relevance / prominence

iProperty's Growth Strategy

Going forward the group focuses on 3 key areas

- 1) **Maintaining and extending a strong asset base** for sustainable current and future revenues
- 2) **Growing income** across the existing business units
- 3) Pursuing new **growth options**

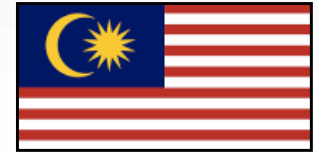


Company Overview: Asset Base

Asset Base as at 30 September 2014

<i>Brand(s)</i>	Leading property portals and related products
<i>People</i>	300 people across 4 main locations
<i>Knowledge</i>	Many years of market and industry knowledge
<i>Customer Relationships</i>	More than 27,000 Paying Local Agents more than 5,000 Overseas Agents and approximately 400 Developers Clients
<i>Consumer Database</i>	More than 1m registered members in database
<i>Technology and IP</i>	Strong IT platform of internal and external systems

Profile - Malaysia - 1H14



Strategic Position: Clear market **leadership across all segments** of our business

Focus / Results: Extension of the **leadership** position in property **advertising**
Build up of capabilities for **transaction** business via Buyers Club

Strong growth in revenues of 66% for 1H14

Profitable operations at almost 55% EBITDA margin

Developer Revenue up 76% for 1H14 on same period last year

Agent Revenue up 46% on for 1H14 same period last year

Listings are up 11% and **Leads** are up 20% during 1H14

Contacts (Consumer Database) up 7% during 1H14



Profile - Hong Kong and Macau - 1H14



Strategic Position: Clear market **leadership across all segments** of our business

Financials: **Strong growth** in revenues of 47% for 1H14
(First time) **profitable** operations at 6% EBITDA margin for 1H14

Focus: Extension of the **leadership** position in property **advertising**
especially across large agency groups and developers

Capitalising on the **price increase** (end of June) for agency products

Being ready for the expected **recovery** of the property market

Profile - Indonesia - 1H14



Strategic Position: Firm commitment to growth to further extend the **market leadership of rumah123.com**

Focus / Results: Continued **market share growth**
Strong growth in revenues of 60% for 1H14

Strong growth of the **agency** business (#1 in paying agents)
(growing at 23% with depth revenues almost tripling)
Net **paying agents** up by 1,684 (or 22%) during 1H14

Rapidly growing **developer** business growing at 73% and positioning rumah123.com as the **market and thought leader for developer advertising in the country** (#1 in developer advertising)

Clear leadership in quality **traffic and usage** of the websites

Leadership in **mobile devices** using the site
Mobile access represents 58% of traffic for Sep14



Profile - Singapore - 1H14



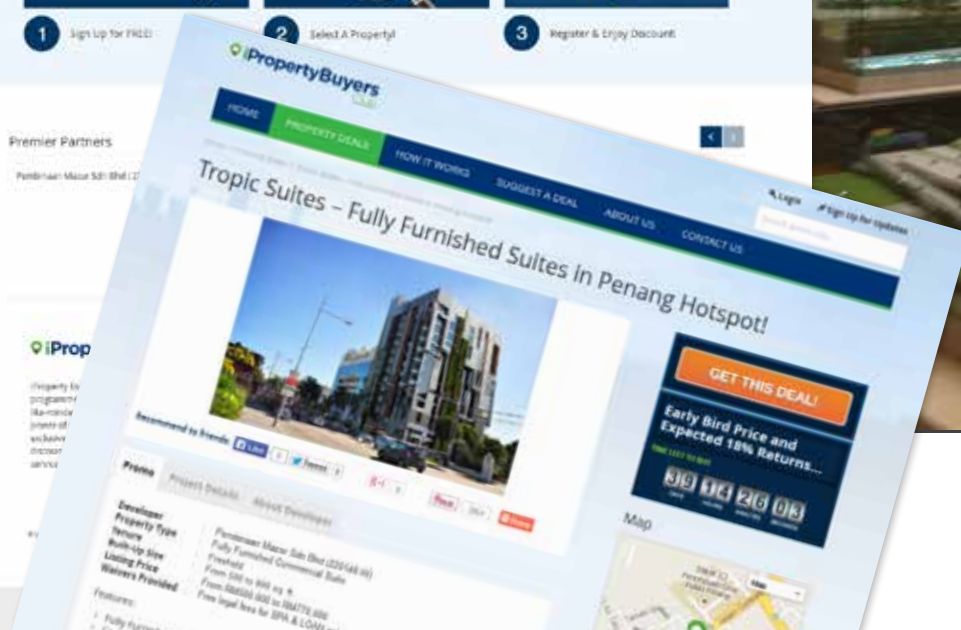
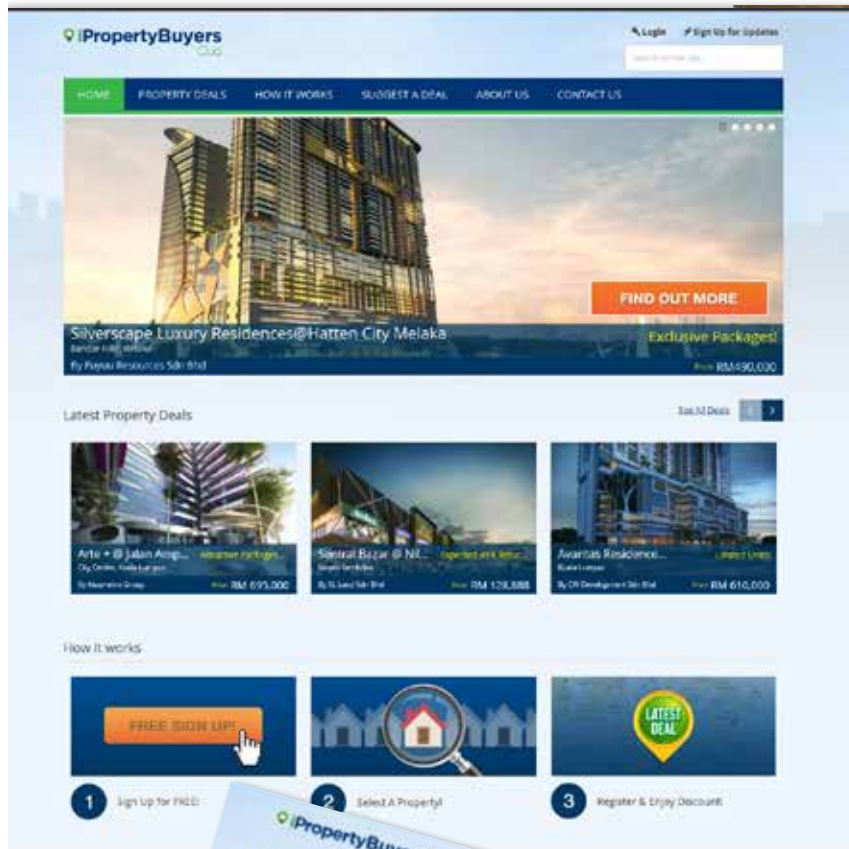
Strategic Position: Strong competitor - leadership for **international properties**

Focus/Results: **Repositioning** of the operations as the gateway for international developers to iProperty Group's region of operation

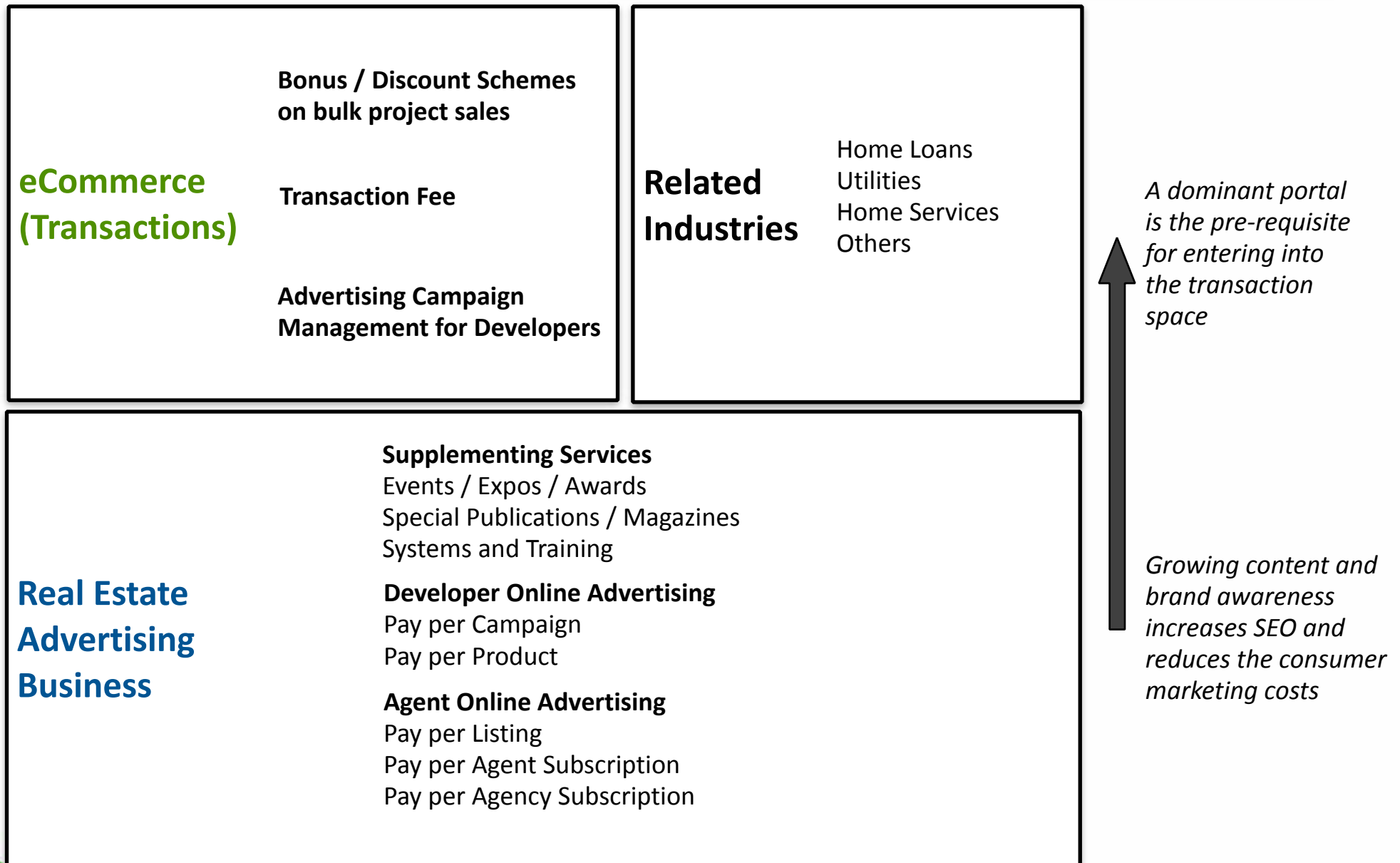
First pilots for **Transaction business** for international developments



The eCommerce (Transaction) Business



iProperty's Growth Strategy



Disclaimer

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