

ASX Announcement

Onthehouse announces launch of new website and plans to monetise audience with agent products

Thursday, 1 October 2015: Onthehouse Holdings Limited (ASX: OTH) today announced the launch of its new Onthehouse.com.au website. Developed on a totally new technology platform, the new website provides an improved user experience and onsite analytics allowing the company to more effectively monetise its traffic. The new platform also allows new website features and products to be more quickly rolled out on Onthehouse.com.au facilitating the future development of its business model. Key points to note are:

- **A unique search experience enabling easy research and browsing of sold, for sale and rental properties, from a single, unified search function.**
- **Improved design and user experience optimising and tracking consumer engagement with content, agents and advertisers.**
- **Responsive design enabling users to access the unique search and content on desktop and mobile devices.**
- **Improved estimated property values that empower consumers to make more informed decisions**
- **New Agent products to follow, backed up by a sales and marketing campaign to launch the monetisation of a strong vendor and property investor audience.**

Commenting on the release, Onthehouse's COO, Mr Andy Antonini said: "The new site and technology platform represent a huge milestone for Onthehouse. They allow us to provide an improved user experience and track and optimise user engagement. More importantly, the new technology platform will allow us to deliver rapid product improvements, new functionality and innovative tool sets.

"In addition, by enhancing the consumers' research experience, the new site and mobile application allow our advertising partners to better engage with an audience in the early stages of their decision making process, and allow us to build some exciting new advertising products for both agents and advertisers including financial, utility and home improvements.

"Our vision has always been to provide sellers, investors and buyers with choices by providing free content, and allowing them to enjoy more informed conversations with their local real estate agents. This new platform does this more effectively. By doing so, it provides agents and other advertisers, with a unique marketplace to promote their expertise and engage a targeted audience conducting research around critical property decisions."

Chris Meehan CEO of Onthehouse said this investment underlines the company's belief in the significant opportunity to deepen engagement with our consumer. Our aim as outlined in our strategic review, is to accelerate this opportunity through securing a joint venture partner and build shareholder value as we target the approximately \$2 billion spent every year on advertising within the lifecycle of buying, renovating and selling a property.

With a unique search function that allows consumers to research all 13 million properties in Australia whether Sold, For Sale or For Rent we are confident we will grow our consumer audience and create valuable products for agent partners to invest in."

He said the new technology platform enabled an acceleration in the roll out of new tools and website functionality, and fuelled their ability to move forward on the business objectives.

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Financial information in addition to IFRS measures included in this announcement has been used for consistency and user readability. The financial measures have been derived from information contained in the financial statements.

About Onthehouse Holdings Limited

Onthehouse 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 is a platform of publicly available real estate websites underpinned by the www.onthehouse.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, currently attracting more than 1.8 million unique visitors per month. The division also offers data and valuation related services for financial institutions utilising Onthehouse's extensive database.

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.