

One of Australia's leading online marketplaces for new property sales. Search. Compare. Buy.

March 2016



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### Overview

Since inception iBuyNew has sold over 600 properties and currently has access to over \$1 billion worth of stock across 99+ developments

- iBuyNew is a proven facilitated marketplace for property built on a cloud based property technology platform;
- Unlike lead generation businesses, iBuyNew's in-house consultants actively assist the buyer through all aspects of the sales journey, from searching to settlement and beyond;
- iBuyNew's technology delivers in-house sales and allows external distribution partners to search and compare more than 2,700 Off The Plan (OTP) properties online; and
- External distribution partners such as independent real estate agents, mortgage brokers and financial planners have the ability to either refer leads or directly access iBuyNew's marketplace to sell listed properties.

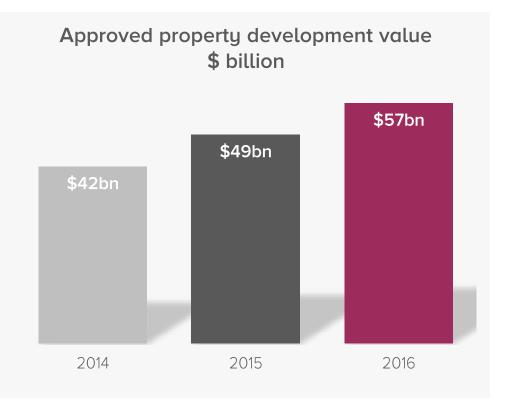


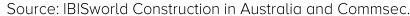


## The Australian market

Currently iBuyNew operates in A \$57.1 billion property market and focuses on a niche segment within that highly fragmented market concentrating solely on new and OTP properties

- Revenue for the property construction industry is expected to reach \$57.1 billion in 2015-16;
- In the 12 months ended 30 June 2015 approvals lifted by \$7.5 billion;
- Over 200,000 dwellings are expected to be constructed across Australia between 2015-2016; and
- Australia's housing construction sector remains as an economic bright spot.

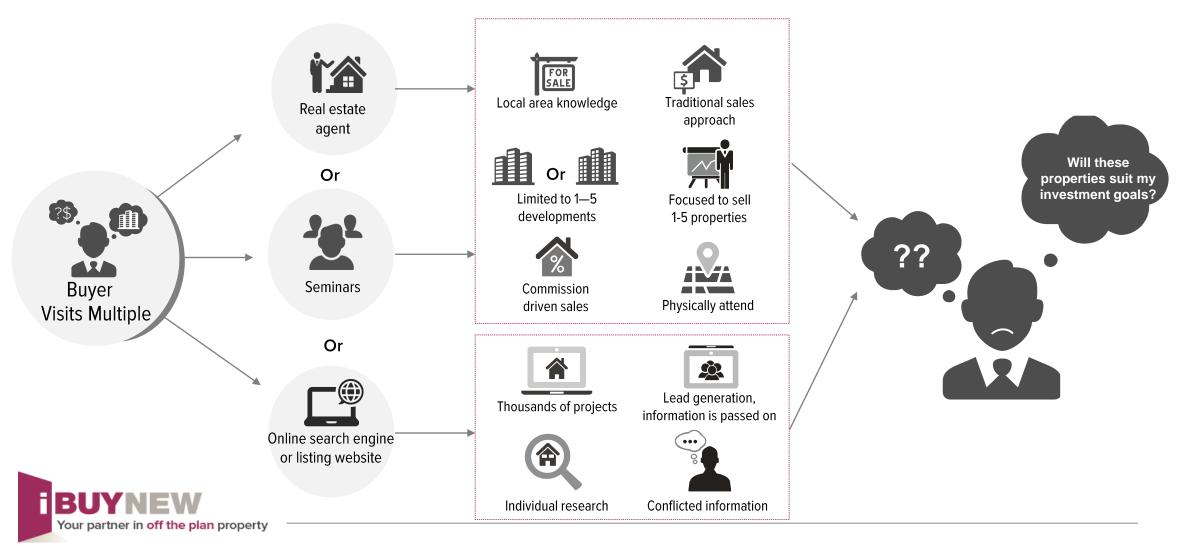






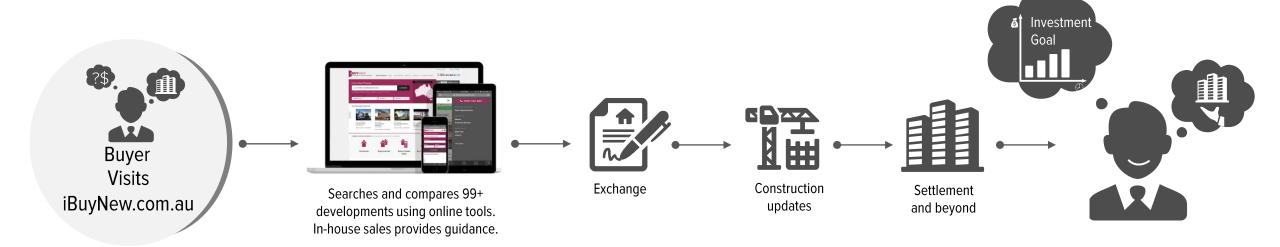
## The traditional approach

Traditionally there is no way to effectively compare new and OTP property



## The iBuyNew approach

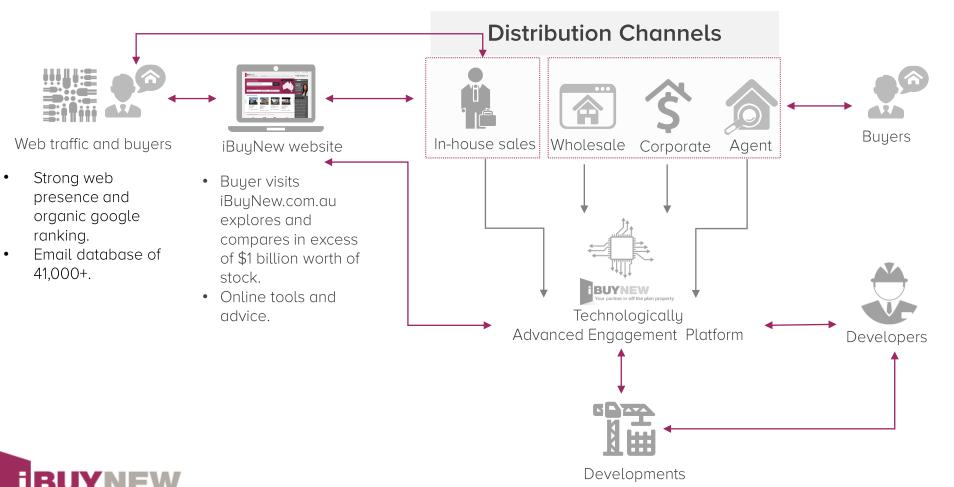
Providing a turn-key solution from selection to settlement and beyond





## How iBuyNew works

Cloud based platform delivering a B2B and B2C solution



In FY15
more than
10% of our
sales
occurred
entirely
without
face-to-face
contact.

"Our business model has taken the traditional Off The Plan experience and flipped it.

Instead of trying to push stock we are solely focused on helping the buyer make the right choice for their needs"

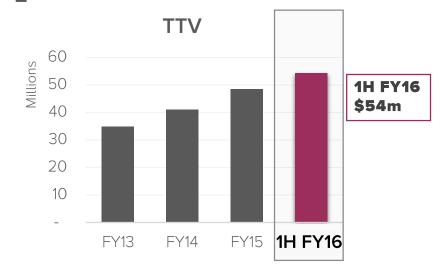
Mark Mendel CEO and Founder of iBuyNew

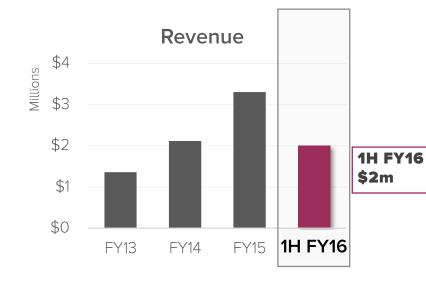
## Strong growth profile

Since inception iBuyNew has been profitable and continues to deliver strong metrics.

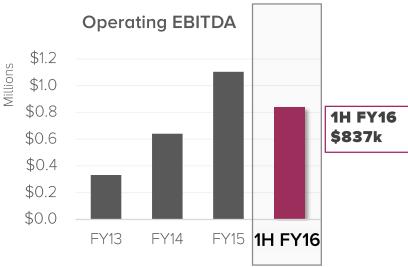
From FY13 to
1Q FY16 growth has
been delivered
solely by our inhouse sales team.
3 new distribution
channels were
launched in
2Q FY16.











## 1H FY16 Key metrics compared to PCP 1H FY15

TTV

\$54.2m UP 120% Revenue

\$2m UP 42% Operating EBITDA

\$837k

**UP 78%** 

**NPAT** 

\$593k

**UP 81%** 

**Property Sales** 

106 UP 93% Commissions from sales

\$2.9m UP 135% Email database

41k

**UP 86%** 

Wholesale platform sales

10

Early sales

Note: Results prior to DVI's investment 1H FY15 are on an unaudited basis.

"TTV" means total transaction value, the total value of all contracts for property sales exchanged during the period.

"PCP" means prior corresponding period.

"Commissions from sales" represents a 50% upfront payment on exchange of contracts and 50% on settlement of property sale.

The wholesale platform allows external distribution partners to directly access iBuyNew's marketplace to sell listed properties and was launched during the 1H FY16 period.

# Strategy for continued growth

### **DISTRIBUTION**

Develop and deploy new distribution channels to leverage iBuyNew's online property distribution marketplace.

#### **TECHNOLOGY**



Cloud based property technology.

Improves lead generation and conversion rates.

#### **EXPANSION**



Global opportunity.

#### **SUPPLY**



Focused on listing both exclusive and non-exclusive:

- New developments (including new apartments).
- New townhouses.
- House and land.

#### **PEOPLE**



Currently recruiting and retaining high quality management and sales team.





R&D

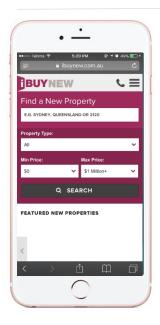
Further investment in the platform, i.e. enabling the purchase of property entirely online and developing 3D imagery.



### Innovation

### Leading the future in OTP sales through technology

### Now



### **Aggregation**

Over 2,700 apartments across 99+ developments available.



### Distribution

Currently 4 channels.

Ability to purchase OTP

settlements.

### **Future**



### **Advanced platform**

properties solely online.

Online exchanges and



#### **R&D** and Growth

3D imagery.

IBN projects, focused on listings.



#### Scale

Empower existing clients to refer property sales.



# Leading a longer term vision for new property sales

Investing in R&D to enable the purchase of new property completely online



Live reservations



Online digital signing (DocuSign)



Integrated conveyancing (SAI global)



Construction updates



settlements (PEXA)



Online



Handover



Compare/ select



3D Imagery,

enhanced UX/UI

Cloud based property technology platform

## A proven ability to drive cost effective traffic

Strong online presence and advanced platform

iBuyNew Google rankings by selected keywords\*

| Keywords                    | First Page | Google Ranking |  |  |
|-----------------------------|------------|----------------|--|--|
| Off the plan                | ✓          | 3rd            |  |  |
| Off the plan<br>Melbourne   | ✓          | 6th            |  |  |
| Off the plan Sydney         | ✓          | 3rd            |  |  |
| New Apartments              | ✓          | 3rd            |  |  |
| New Apartments<br>Melbourne | ✓          | 1st            |  |  |
| New Apartments<br>Sydney    | ✓          | 2nd            |  |  |

<sup>\*</sup>As at 21 March 2016

The architecture of the iBuyNew platform has been developed to support accelerated growth.



## Comparable Businesses

Technology driven companies Illustrating the potential

| Company                                       | Enterprise Value<br>(M) | Revenue (M)* | EBITDA (M)* | Net Profit(M)* | EV/Revenue | EV/EBITDA |
|---|-------------------------|--------------|-------------|----------------|------------|-----------|
| REA Group                                     | \$6,784.20              | \$522.90     | \$285.80    | \$185.40       | 13x        | 24x       |
| Latam Autos                                   | \$51.27                 | \$6.80       | -\$12.25    | -\$14.45       | 8x         | N/A       |
| iCarAsia                                      | \$207.09                | \$6.28       | -\$11.46    | -\$12.54       | 33x        | N/A       |
| Rent.com.au                                   | \$12.16                 | \$0.15       | -\$0.69     | N/A            | 79x        | N/A       |
| Rewardle                                      | \$13.88                 | \$0.12       | -\$5.00     | -\$6.28        | 113x       | N/A       |
| Freelancer                                    | \$509.53                | \$38.60      | -\$2.00     | -\$1.60        | 13x        | N/A       |
| iBuyNew (IBN) based on share price at \$0.018 | \$16.58**               | \$3.30       | \$1.10      | \$0.91         | 5.02x      | 15.07x    |



<sup>\*</sup>Based on FY15 results.

<sup>\*\*</sup> Based on share price at \$0.018, \$1.37m cash and total shares on issue upon completion of DVI's option to acquire the remaining 50% of FSA. (DVI currently owns 50% of FSA has entered into a binding term sheet to accelerate the exercise of this option to acquire the remaining 50% of FSA)

# Strong Board and Management

Highly experienced with proven track record



Dr Adir Shiffman – Non-Executive Chairman Adir is the Executive Chairman of ASX-listed Catapult Group International (ASX:CAT) and has extensive CEO and board experience across a number of technology companies.



Andrew Jensen – Executive Director

Andrew is an accomplished CFO having lead

Australasia's largest real estate group Ray White and
The Loan Market as Director and CFO. Andrew holds
over 15 years' experience in senior finance &
management roles.



Mr John Kolenda – Non-Executive Director
John is the Co-Founder and Managing Director of the
Finsure Group one of Australia's largest mortgage
broking and financial planning groups. John serves as
a Director of several companies including Aura
Group, Freedom Insurance and Spectrum Wealth.



Calvin Ng – Non-Executive Director of DVI

Calvin is a co-founder of the Finsure and Aura Group
and has significant investment banking, mergers &
acquisitions and funds management experience.

Calvin sits on a number of boards including ASX-listed
Catapult Group International (ASX:CAT).



Mark Mendel— IBN Founder and CEO Mark is the founder and CEO of iBuyNew and holds over 14 years experience in the field of property and technology.





iBuyNew is striving to be the No.1 destination for new property sales in Australia and beyond.

**Thank You** 



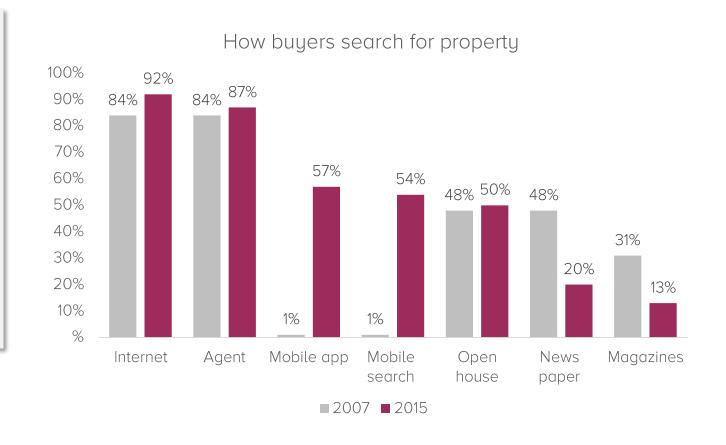
## Appendix Purchasing Trends

People are increasingly turning to the Internet to look for properties

Historically, the process of purchasing property was industry driven, printed classifieds, published details of open inspections and consumers were only able to ascertain further information through real estate agents. The increasing accessibility to information to the internet through mobile and laptop devices has shifted the power to consumer. Buyers are now able to dictate where, when and how they seek and receive information.

The Internet has become an essential and indispensable tool in the home search process with nearly 92 percent of home buyers using it to search for homes, and 57 percent of buyers stating that the use of the Internet was the first step taken during the home buying process.

Source: Real estate tech trends 2016 report, Properties Online, Inc.



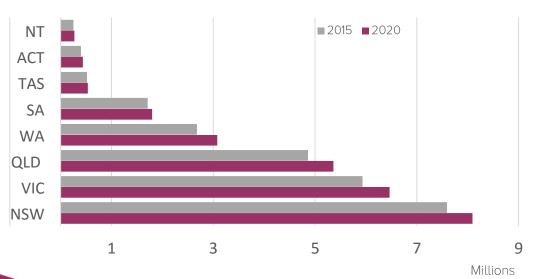


## Appendix Population Growth

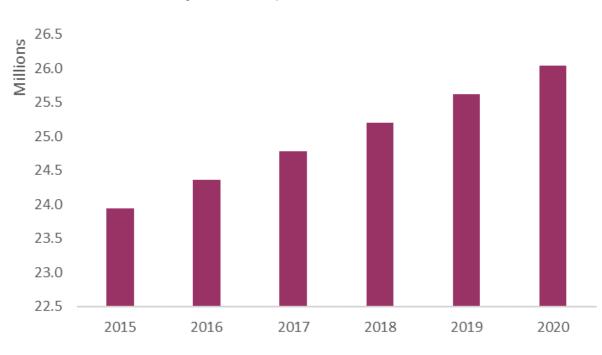
The real estate market is expected to grow as the population of Australia increases

• The Australian population is projected to be at approximately 26 Million by 2020, representing an increase of 9% from 2015.\*

### Population by state 2015 vs 2020



### Projected Population in Australia



\*Source: Australian Bureau of Statistics as at 19 Nov 2015.



## Appendix Property Market Influences

### The Australian property market

#### Pre-existing property auction clearance rates start to decline

However, iBuyNew focuses solely on new and Off The Plan properties.

#### Historically low interest rates but may rise in 2016

However, over 200,000 dwellings are scheduled to be built between 2015-2016.

#### Banks start cracking down on investor lending

iBuyNew consultants guides investors throughout the entire sales process, suitable properties are presented to the investors based on needs, goals and wants.

The Australian unemployment rate still below forecasts at (5.9%) versus an average of 6.69% from 1978-2015

#### Foreign investments into Australia

- The lower AUD presents new opportunities for diversified international buyers;
- According to the Foreign Investment Review Board (FIRB) total foreign residential investment represented 13.2% of the market volume in 2013-2014.

| Foreign investment share 2013-14             | \$ million | Percentage |  |
|--|------------|------------|--|
| Total market volume                          | 258,164    | 100%       |  |
| FIRB total foreign residential investment    | 34,720     | 13.4%      |  |
| FIRB Chinese residential investment estimate | 5,774      | 2.2%       |  |

Source: NAB Quarterly Australian Residential Property Surveys.

Source: Australian Bureau of Statistics as at 27 November 2015 and tradingeconomics.com

