



The Manager  
Company Announcements  
Australian Securities Exchange  
Level 5, 20 Bridge Street  
SYDNEY NSW 2000  
By E-Lodgement

**16 June 2016**

**Disruptive Investment Group Limited (ASX: DVI)**

**iBuyNew Launches Online House-and-Land Marketplace, Appoints Senior Executive**

One of Australia's leading online property players, iBuyNew today announced the launch of a new marketplace designed to bring together developers and buyers in the house and land sector. The new initiative will complement its off-the-plan apartment sales business, providing both investors and owner-occupiers with a complete offering across both forms of new dwellings.

At the same time iBuyNew has announced the appointment of former Simonds Homes General Manager of Sales/Marketing Mr Mark Vujovich as iBuyNew's National Sales and Marketing Manager. Mr. Vujovich has extensive experience in the house and land sector and will lead the iBuyNew's expansion into this space.

Simonds Homes is one of Australia's largest home builders building thousands of homes nationally each year. In the 8 years of service at Simonds Homes Mr. Vujovich delivered in excess of 2500 gross sales annually, exceeding ~400% growth (~600 sales annually) from when he joined.

iBuyNew is one of Australia's leading online marketplaces for off-the-plan apartments, with \$54.2 million of apartment sold via its platform for the nine months ended March 31 2016. The company is 50% owned by Disruptive Investment Group Limited (**DVI**), and DVI is currently finalising the acquisition of the remaining 50% (as previously announced on 29 March 2016).

iBuyNew CEO Mark Mendel said:

"Mark Vujovich is a highly experienced senior executive in this industry, and it was a real coup to secure his expertise. He comes to this role with more than 15 years' experience with one of the nation's largest home builders where he managed a national team of over 10 sales managers overseeing 100 sales representatives as head of Sales and Marketing," Mr Mendel said.

"Mr. Vujovich will drive the roll out of our new house and land division, and also deliver exciting new sales and marketing initiatives across the broader business."

Mr Mendel said by diversifying its product offering into new house and land sales, iBuyNew is looking to aggressively acquire a larger piece of the Australian new property market.

Mr Vujovich said “the future of the property industry is positive. There is a need to develop land for residential subdivisions catering to Australia’s ongoing population growth, and for supplying services through the outer suburban growth corridors.

“According to an Industry report, the industry is projected to grow by an annualised 1.5 per cent over the five years through 2020-21, to \$12.6 billion.<sup>1</sup> This growth corresponds with anticipated trends in new housing construction and non-residential building activity.”

Dr. Adir Shiffman, Non-executive Chairman of DVI, said: “Our vision for iBuyNew is to use technology to help all new property buyers achieve their financial goals. House and land represents around 50% of the new property market, so the launch of this marketplace is an essential part of our core strategy”.

The appointment of Mr Vujovich follows recent new initiatives from iBuyNew including the introduction of a range of sales channels.

DVI currently owns 50 per cent of iBuyNew and has entered a term sheet to acquire the remaining 50 per cent.

**For further information please contact:**

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**ENDS**

Website [www.ibuynew.com.au](http://www.ibuynew.com.au)

**About iBuyNew.com.au**

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<sup>1</sup> IBISWorld 2016 - House construction and land development report

iBuyNew.com.au, owned by Find Solutions Australia Pty Ltd, is an online marketplace that allows prospective buyers of off-the-plan and new properties to search and compare more than 2,700 properties online, using a variety of tools and filters, request further information and select a property for purchase. iBuyNew's consultants help buyers through all aspects of the purchase through to contract exchange, settlement and beyond.

### **About DVI**

Disruptive Investment Group Limited is a technology investment company listed on the Australian Securities Exchange (ASX: DVI). It focuses on niche markets with attractive growth prospects and has partnered with high quality, established businesses in order to maximise shareholder value.

DVI's business strategy involves taking material stakes in profitable businesses, operating in large markets with a differentiated business model.