



Digimatic Group



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ASX / Media Release

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Digimatic Media Expands Reach into Australian Market

HIGHLIGHTS:

- Digimatic Media executes marketing service agreements with reputable Australian property developers
- Velocity Holdings Pty Ltd and Resimax Property Group will work with Digimatic Media on leads generation activities based on a cost per lead acquisition model
- Marketing activities are targeted towards potential property owners or investors in Malaysia and Australia's main cities of Brisbane, Sydney and Melbourne.

Digimatic Group Ltd (ASX: DMC) (the "Company" or "DMC"), via Digimatic Media Pte Ltd ("Digimatic Media") has started working with reputable property developers in Australia to promote their new developments via digital marketing activities to targeted overseas markets in Australia and Malaysia.

Marketing Activities for Resimax Property Group

Resimax Property Group ("Resimax") is an established privately owned property development company in Australia. For their foray into the Malaysia market, they appointed Digimatic Media to drive leads to their Melbourne property showcase that took place at The Intercontinental in Kuala Lumpur.

The Group saw more than 120 solidly generated leads for the showcase and managed to close sales for some of their latest property projects. Working on a cost per lead acquisition basis, the campaign allowed Resimax to tap on the increasingly affluent Malaysian property investor market which has seen shift in outbound capital, with investors focusing more on Australia than the UK.

This new business deal has also allowed Digimatic Media to successfully expand their digital marketing portfolio to include property seminars and showcases in the Malaysian market for overseas properties.

Marketing Activities for Velocity Holdings Pty Ltd

Velocity Holdings Pty Ltd ("VPG") is a young vibrant boutique property development firm that specialises in cosmopolitan developments throughout the inner suburbs of Brisbane and selected areas of the Gold Coast.

VPG has engaged Digimatic Media to market one of their current projects Vue at Red Hill, a premium development nestled into a hillside, which is in Phase Two of its sales where 9 exclusive luxury two-storey apartments are available for purchase. Phase one of this exclusive project has already been 80% sold with and only a few of three-bedroom single-storey apartments remaining.

The main objectives of this campaign is to generate interest and leads for potential home owners or property investors from the main cities of Melbourne, Brisbane and Sydney and to pass them on to the VPG developer sales team to contact and push for the sales of this project.

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Digital marketing activities are currently underway to ensure that the campaigns are meeting their objectives to have many solid leads generated for the sales team to close the sales for this project.

Executive Director Mr Ivan Ong stated “The new property development digital marketing deals secured by Digimatic Media marks a strategic expansion of direction for the company where the focus is no longer on just seminar marketing, but also property marketing and leads generation activities for other verticals outside of the entity’s usual customer base. With the inking of these new real estate electronic marketing deals, Digimatic Media has also been able to successfully penetrate new markets in both Malaysia and Australia which can potentially help the Group scale more quickly in its product and market expansion plans.”

About Digimatic Media Pte Ltd

Digimatic Media is the media and marketing arm of Digimatic Group Ltd. The entity specialises in providing sustainable business solutions via cost per lead or cost per acquisition digital marketing in consultation with its clients.

Digimatic Media’s in-house capabilities include content creation, web and mobile application marketing as well as full scale online digital marketing and social media marketing solutions that ensure continued traffic and lead generation to the platforms, websites or specific landing pages.

About Resimax Property Group

The Resimax Group (“Resimax”) is a privately owned property development company in Australia with close to 50 years of experience building superior quality homes for families and investors in suburban Melbourne. Since its inception in 1970, Resimax has been involved in property development, property management and real estate. In addition, the group owns an architectural firm, Hachem, an accounting firm, a law firm and a project management company.

About Velocity Holdings Pty Ltd

Velocity Holdings Pty Ltd (“VPG”) is a vibrant, young, boutique property development firm that specialises in cosmopolitan developments throughout the inner suburbs of Brisbane and selected areas of the Gold Coast. Initially focused on smaller residential projects, VPG has expanded into larger apartment and multi-unit developments in the past five years that are recognisable for their stylish architectural design, high quality finishes and usable and flexible spaces that maximise lifestyle and saleability in Queensland.

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