

ASX/MEDIA RELEASE

iProperty.com strengthens leadership position in key South East Asian market of Malaysia

Thursday, 15 November– iProperty Group Ltd (ASX: IPP), the owner of Asia's No. 1 network of property portal sites under the iProperty brand (www.iproperty.com), today released October performance data further confirming that iProperty.com.my remains the dominant property portal in the key South East Asian market of Malaysia, strengthening the Group's position in the region.

Data obtained from independent sources, Effective Measure and Google Analytics, has shown that in key quantitative measures; unique visitors, visits and page-views, iProperty.com.my remain the dominant portal in Malaysia. This was further supported by clear leadership in key qualitative measures; frequency, page-views per user and time on site. In addition iProperty.com.my continues to lead convincingly in paying agents and property listings.

Property Portals	Unique visitors	Visits	Page views	Frequency	Pageviews per user	Time on site	Listings	Paying agents
iProperty.com Malaysia	1,255,613*	3,579,098*	29,037,254*	2.85	23.13	10.54*	237,973	9,216
Propertyguru.com.my	453,456**	647,545**	4,655,006**	1.43	10.27	7.38**	134,613	2,890
Starproperty.com.my	153,419**	198,294**	495,256**	1.29	3.23	2.48**	N/A	N/A

*Google Analytics (October 2012)

**Effective Measure (October 2012)

iProperty Group CEO, Shaun Di Gregorio commented "Malaysia is a key market in South East Asia and our ongoing leadership in that market is a core driver for the Group and a key contributor to our regional strength. The fact that the Malaysia business has become more dominant as new competitors have entered the market goes to our intense focus on executing our clear strategy. The performance measures speak for themselves"

In the month of October iProperty.com.my achieved a record number of unique visitors which in turn generated a record number of leads to advertisers, numbering more than 345,000 for the month. Consumers also browsed more pages, returned more often to the website and spent more time on site than all other competitors.

"The independently sourced data supports our strategy in Malaysia and demonstrates our commitment to understanding and meeting the needs of our consumers when they search for property. We have developed enduring relationships with our customers and continue to focus on delivering results for them." concluded Di Gregorio

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About iProperty Group Limited (www.iproperty-group.com)

Listed on the Australian Securities Exchange, the iProperty Group (ASX:IPP) owns and operates Asia's No.1 network of property websites under the iProperty.com umbrella brand.

Headquartered in Kuala Lumpur, Malaysia, the Company is focused on developing and operating leading property portals with other complementary offerings in Asian markets. It currently operates market leading property portals in Malaysia, Hong Kong, Macau, Indonesia and Singapore, and has investments in India and Philippines. With further expansion planned, the iProperty Group is continuously working to capitalise on its market-leading positions and the rapidly growing online property advertising market throughout the region.

Along with 18 property websites across the region, the Group's portfolio also includes the first comprehensive regional commercial property website, CommercialAsia.com, as well as a regional property exhibition business and monthly property magazines in Malaysia and Indonesia.

iProperty Group Network of websites:

- Malaysia: iProperty.com.my
- Indonesia: rumah123.com and rumahdanproperti.com
- Hong Kong: GoHome.com.hk
- Macau: vProperty.com
- Singapore: iProperty.com.sg
- Commercial: CommercialAsia.com
- India: in.iProperty.com
- Philippines: iProperty.com.ph
- Events: expo.iproperty.com
- Luxury: iLuxuryasia.com