

ASX/MEDIA RELEASE

Investment driving growth in new markets Profit guidance for the half year ended June 30th 2012.

Tuesday July 24th 2012 : iProperty Group (ASX: IPP) the owner of Asia's No. 1 network of property portal sites under the iProperty brand (www.iproperty.com), today provided profit guidance for the half year ending June 30th 2012. It is expected that the EBITDA loss will be in the range of AUD2.15 million and AUD2.35 million compared to AUD1.1 million in the previous corresponding period. In addition the Group incurred previously disclosed costs of AUD700K relating to terminated acquisition activity.

The iProperty Group has increased investment by AUD1.2million in the first half of the year in new businesses being rumah123.com, the leading property portal in Indonesia and the launch of commercialasia.com, now the leading commercial property portal for the region. This increased investment has driven significant growth and created market leadership positions. A direct consequence of this investment driven growth is the increased loss.

In Indonesia, the investment has directly resulted in a significant growth in all key metrics over the last 6 months. Rumah123.com is the clear leader in the market and well positioned to deliver long-term growth for the iProperty Group.

Indonesia	Dec - 11	Jun - 12	%
Unique Visitors	535,177	799,025	49%
Visits	1,025,476	1,436,561	40%
Page Views	9,245,581	11,906,229	29%
Agent customers	3,245	4,015	24%
Listings	69,589	106,285	53%

In the second half of 2011, the iProperty Group launched commercialasia.com, a commercial property portal servicing the Australasian market. The last 6 months have seen significant growth with the site now positioned as the leader in this segment of the market.

Commercial Asia	Dec-11	Jun-12	%
Unique Visitors	16,877	66,342	293%
Visits	21,850	85,873	293%
Page Views	70,526	442,822	528%
Agent customers	588	777	32%
Listings	32,493	44,048	36%

iProperty Group CEO Shaun Di Gregorio commented, "We decided to invest in these new businesses in the first half of 2012 as part of the long term growth strategy for the iProperty Group. We are now starting to see the benefit of this investment and are confident that both rumah123.com and commercialasia.com will grow to become significant revenue generating businesses for us".

“As a result of this investment and the continued growth of the rest of the business, we expect to see the overall Group performance improve in the second half of the year with revenues continuing to grow while keeping our operating expenses in check. We have established leadership positions in our core markets of Malaysia, Hong Kong, Indonesia and Singapore and now with the addition of commercialasia.com as the leading commercial property portal for the region” Di Gregorio commented.

“Our strategy to focus on property developer advertising having successfully securing real estate agent advertising is starting to deliver results. This is evidenced by our recent successes in Indonesia with our agreement with DPP REI (Property Developer Association) to be their exclusive online marketing partner and in Hong Kong where we have now signed advertising agreements with four of the top five property developers” Di Gregorio commented.

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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