



Investor Update

March 2013



Company overview



iProperty Group Limited provides online advertising and other complementary products to property developers and real estate agents in key Asian markets. These products are primarily marketed under the [iProperty.com](https://www.iproperty.com) umbrella brand.

Company overview

The iProperty Group is focused on its core markets of Malaysia, Hong Kong / Macau, Indonesia and Singapore along with investments it retains in India and the Philippines. In addition the iProperty Group operates the regions only commercial and industrial property portal; commercialasia.com.



The iProperty Group aims to provide consumers searching for property across the region with the best possible user experience, with an increasing emphasis on mobile access to the iProperty Group's network of property portals.

In parallel the iProperty Group focuses on developing long term customer relationships. Property developers generate 77% of the known property advertising in the markets in which the Group operates and are its primary area of focus. Major emphasis is placed on lead generation and partnering its customers in the long term growth of their business.

Clear strategy to achieve growth ambitions in the region

Organic growth in core markets

Leverage cross network opportunities

Consolidation via opportunistic M&A

Potential entry into new geographical markets

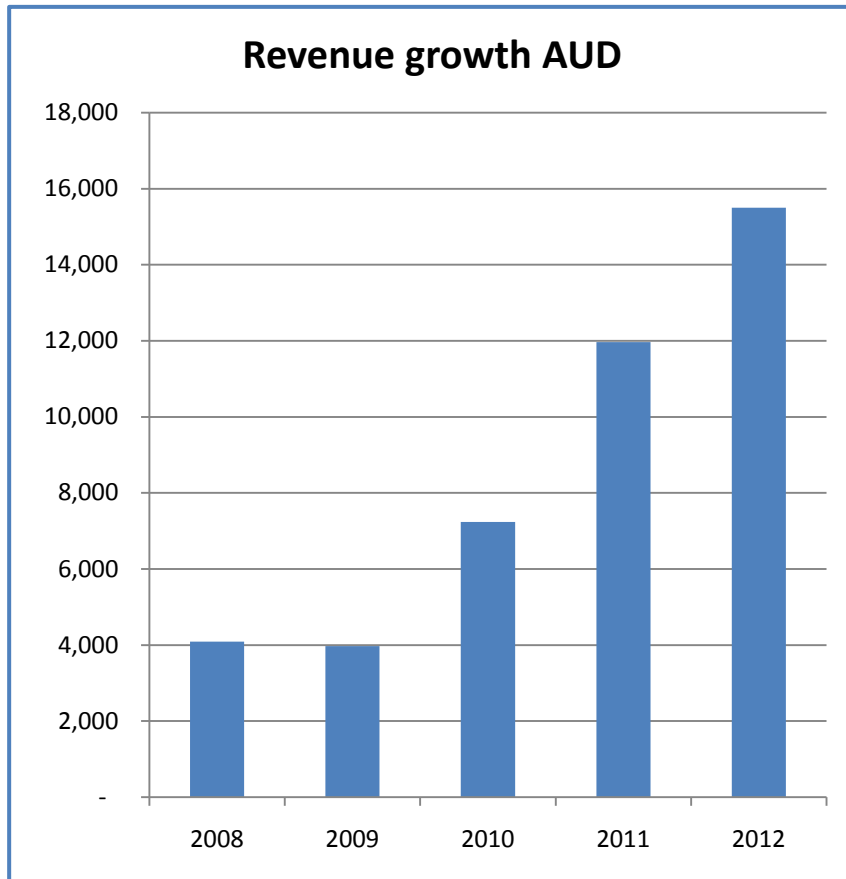
Asia's No. 1

Online

Property

Group

iProperty Group continues to deliver strong revenue growth



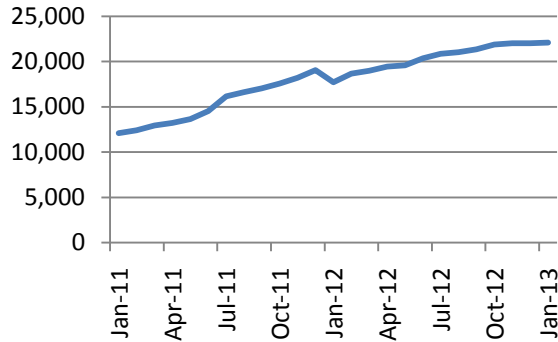
Revenue for 2012 was AU\$15.5 million at a growth rate of 30% when compared to 2011.

This result was achieved in a climate of continued Government intervention in the property markets in Singapore and Hong Kong aimed at dampening sales volume and reducing price inflation, while in Malaysia there was a reduction in sales volume in the latter part of 2012.

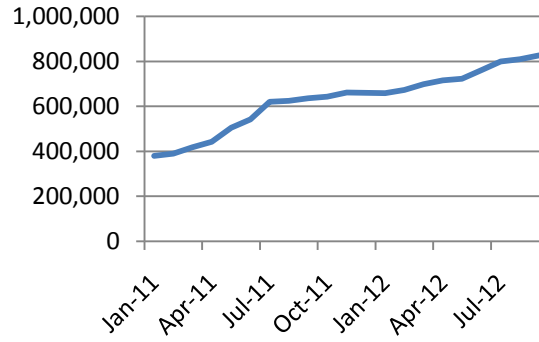
Malaysia continues to be profitable while Indonesia, Hong Kong/ Macau and Singapore continued to focus on investing to grow.

At a Group level key performance metrics all continue to grow strongly providing a platform for 2013 and beyond

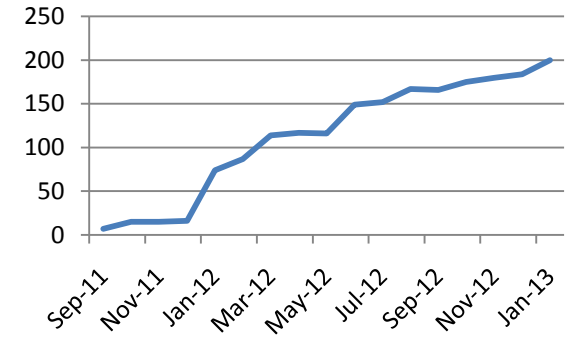
Paying agents



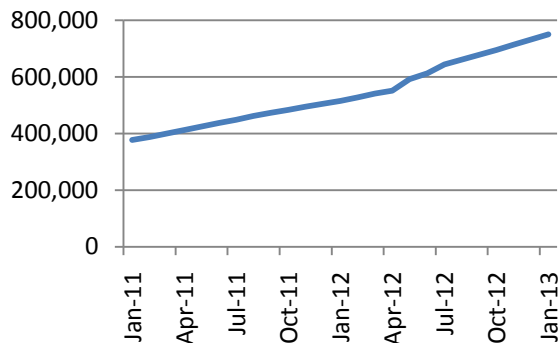
Listings



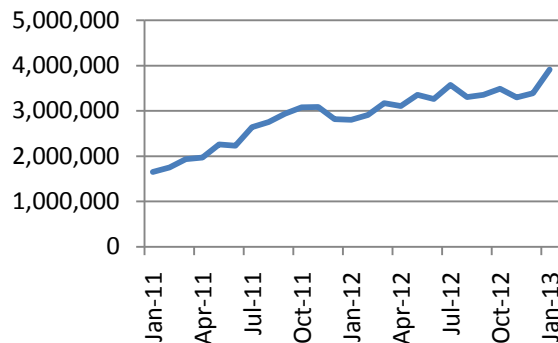
Developer customers



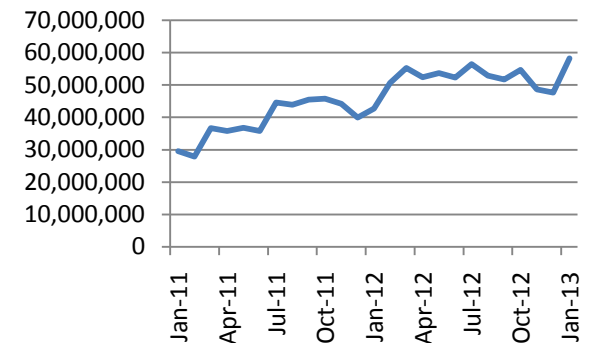
Consumer subscribers



Unique visitors



Page views

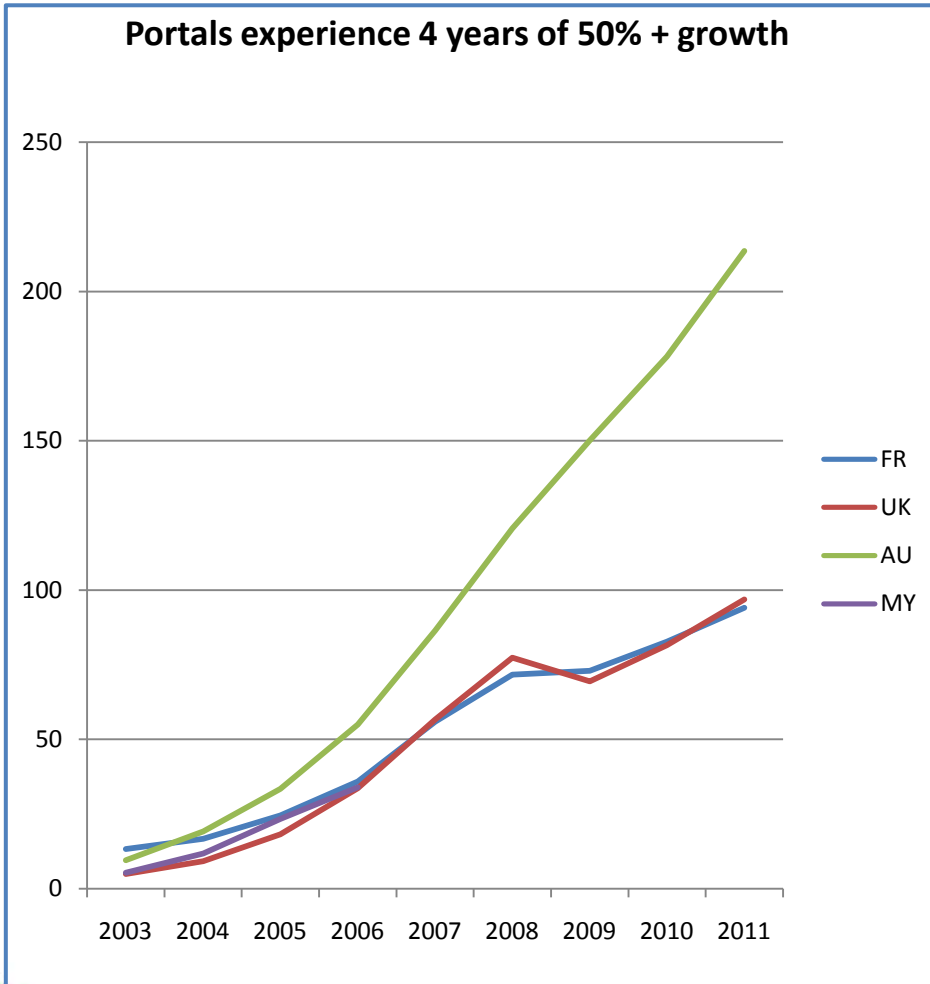


iProperty Group operates in markets where property advertising continues to grow and is dominated by property developers

Estimated Asian Property Marketing Outlays – All Media								
USD (million)	2009	2010	2011	2012	2013	2014	2015	2016
Malaysia								
Agent	50	55	60	64	68	70	72	74
Developers	180	185	185	190	192	197	199	205
Total	230	240	245	254	260	267	271	279
Singapore								
Agent	40	44	45	47	49	50	52	53
Developers	140	145	145	145	149	152	155	156
Total	180	189	190	192	198	202	207	209
Hong Kong								
Agent	60	62	64	66	66	67	67	69
Developers	250	260	240	270	275	275	280	280
Total	310	322	304	336	341	342	348	349
Indonesia								
Agent	20	25	27	29	30	32	32	34
Developers	70	70	75	80	82	85	85	87
Total	90	95	102	109	112	117	117	121
Total								
Agent	170	186	196	206	213	219	224	230
Developers	640	660	645	685	698	709	719	728
Total	810	846	841	891	911	928	943	958

*Source Data: Nielsen Research, Zenith Optimedia, Frost & Sullivan

Property portals in mature markets have illustrated sustained periods of growth exceeding 50% per annum



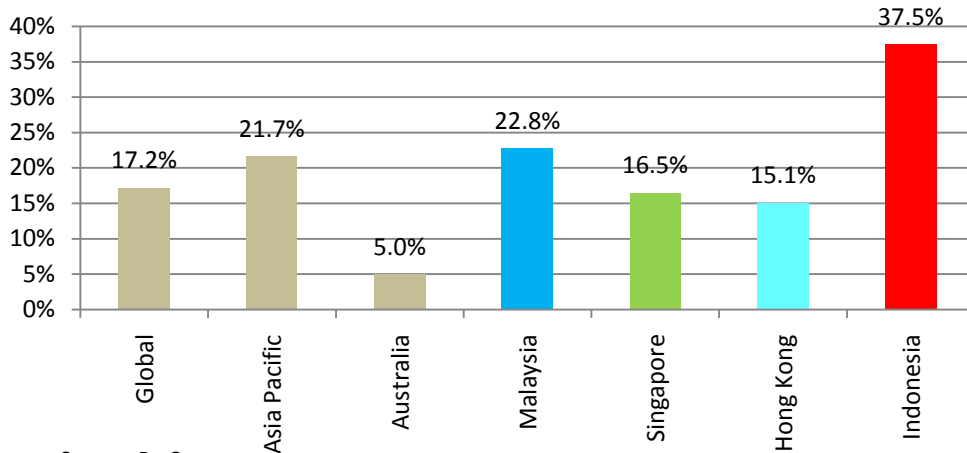
Mature markets in France, UK and Australia have followed similar trajectories in their growth profile.

Overlaying our Malaysia business, while discounting back of the time frame, illustrates similar growth.

Emerging markets will differ from mature markets on the depth of value available but the trajectory remains consistent.

Online advertising is projected to grow rapidly in 2013 with the real estate segment projected to grow even faster

2013 online advertising growth

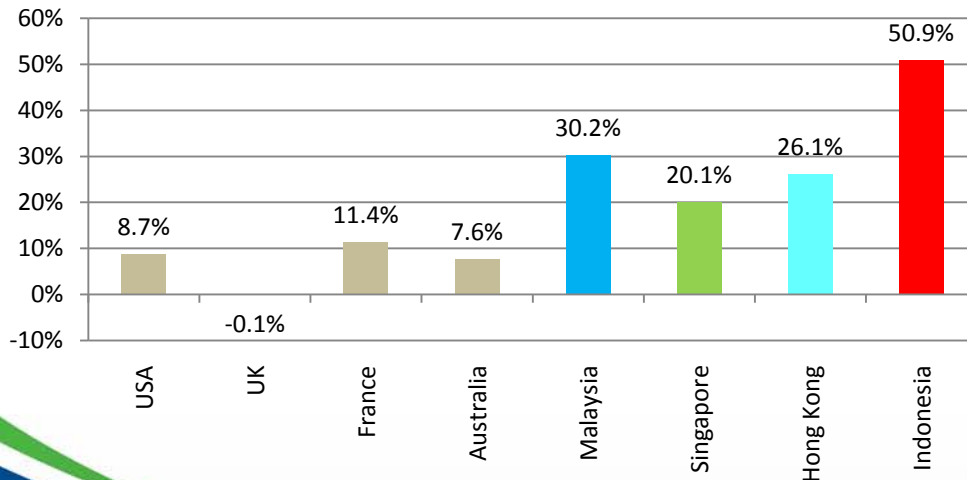


Source: PwC

Online advertising continues to significantly outpace all Adex

Online advertising is projected to grow at up to 37% in 2013

CAGR 2008-'13 online real estate advertising growth



Online Real estate advertising continues to grow at an even faster rate than *all* online advertising

Indonesia is forecast to grow at more than 50%

Malaysia



iProperty Malaysia now dominates the Agent market in Malaysia

“ I don't see the need to advertise my property listings on any other platform apart from iProperty.com Malaysia, which has helped grow my business ”



Russel Chai
Negotiator
Synergy International

**Synergy International
Realtors Sdn Bhd**

Dominant leader in Malaysia with more than 80% of registered Agents now subscribing to iProperty.com.my

“ I have a PropertyGuru account. It even came with a free service to copy my listings on other platforms. But I haven't received a single quality lead over the past one year! ”



Emery Sum
Team Leader & Business
Development Manager

Oriental Realty

Paying agents increased by 15% in 2012 with advertising 'depth' products now contributing significantly to revenue mix

“ Agents that are new to the industry aspire to own an account with iProperty.com Malaysia. Team leaders advise them that it is a critical tool to help them succeed. If they can't afford the fees at the time, they advertise one or two listings on other platforms like Propwall in the hope of making their first sale. They will then use their commissions from their first sale to open an iProperty.com Malaysia account ”

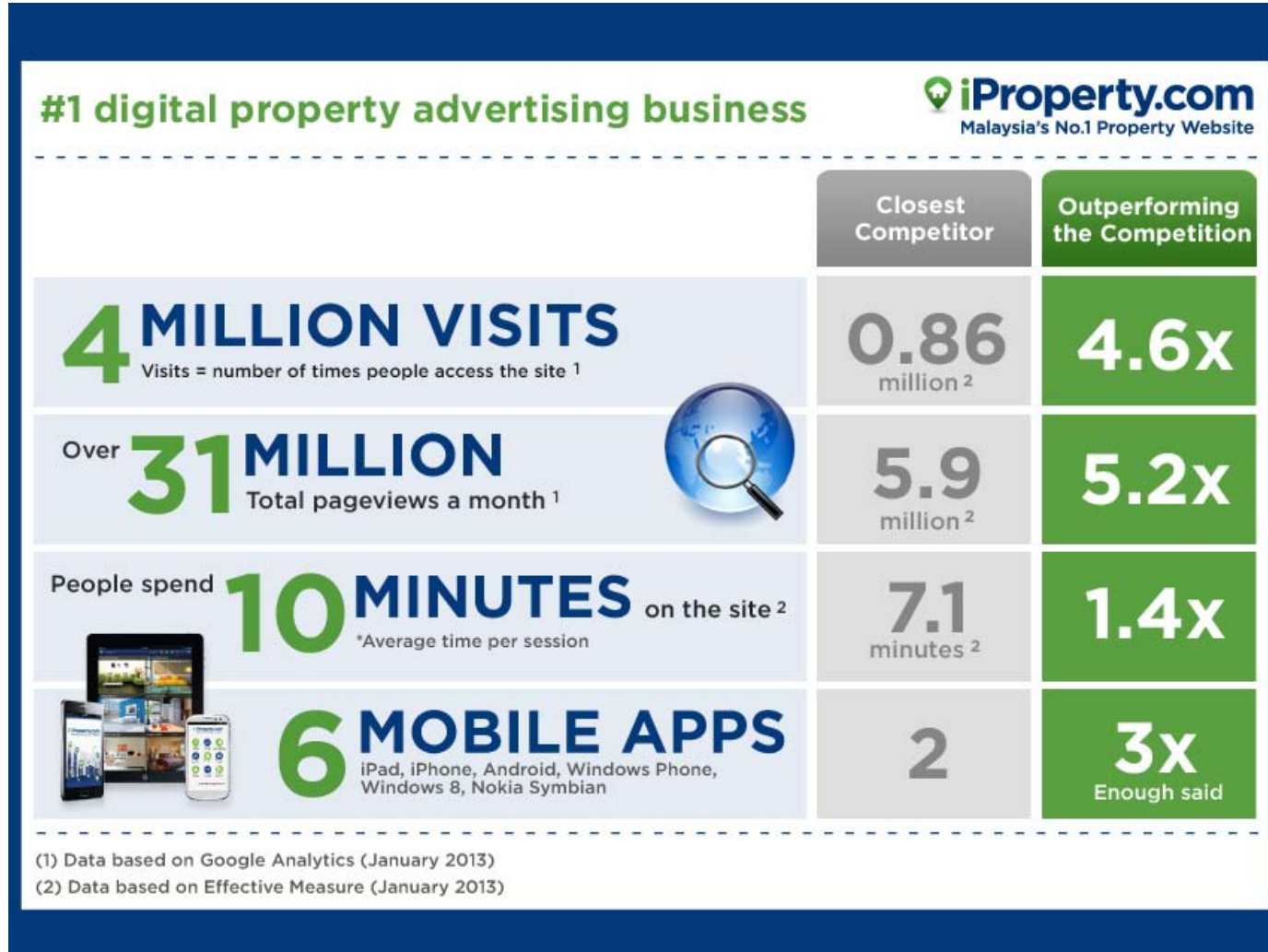


Barry Low
Team Leader

Jann Properties

Lead generation to agents increased by 35% with more agents now viewing iProperty.com.my as their long term business partner

iProperty.com.my has achieved clear market leadership with consumers and is the first choice when searching for property



Clear market leadership delivers significant inroads with property developers in Malaysia – the driver of profitability



IOI GROUP



I & P Group



With clear leadership in the Agent market and the first choice with consumers, iProperty.com.my is now the preferred choice of partners for leading property developers.

The top 10 property developers in Malaysia are all long term customer of iProperty.com.my with 5 of that group increasing their spend with iProperty .com.my by more than 100% during 2012.

iProperty.com.my offers integrated advertising solutions to developers as the migration to online continues.

Integrated marketing solutions increasingly at the core of our product offering to property developers in Malaysia & the region



DIGITAL MARKETING SOLUTIONS

- ✔ Listings, Self Management
Depth Products - Top spots,
Main page features, Advertorials,
Virtual Tours/ Videos
- ✔ Static Banners (Local, Regional &
Partner network buys)
- ✔ Rich Media Banners (Local,
Regional & Partner network buys)
- ✔ Targeted Buys (Intelligent
Consumer Engagement)
- ✔ Email Marketing /
SMS Marketing
- ✔ Social Media Marketing &
Management
- ✔ Walkthroughs
- ✔ Video Interviews
- ✔ Website Development



MOBILE SOLUTIONS

- ✔ Mobile Advertising
(Local & Regional Network)
- ✔ Mobile Website
- ✔ Mobile App Development



PHYSICAL SOLUTIONS

- ✔ Expo Booths
- ✔ Expo Material Marketing
New Regional Locations -
China, Indonesia
- ✔ Satellite Expos (Indonesia)
- ✔ Property Buying Tours
(Hong Kong)



PRINT SOLUTIONS

- ✔ iProperty Magazine
Advertising (Malaysia)
- ✔ Rumah123 New Development
Publication Advertising
(Indonesia)
- ✔ Editorial/ Advertorial Services
(Local & Regional)
- ✔ Coffee Table Book buys
(Local & Regional)
- ✔ Newspaper Ads
(Partner Network Buy)



CONSUMER TRENDS, DATA & RESEARCH

ANALYTICS/ SITE SEARCH DATA

✔ Campaign Reporting

✔ Email Alert Data

✔ Price Data Analysis

✔ Trend Reports

Malaysia scorecard – the blueprint for success

iProperty Malaysia is now a profitable and successful business:

1. Dominated the agent landscape
2. Win the consumer battle
3. Capturing the developer market
4. Profitable business

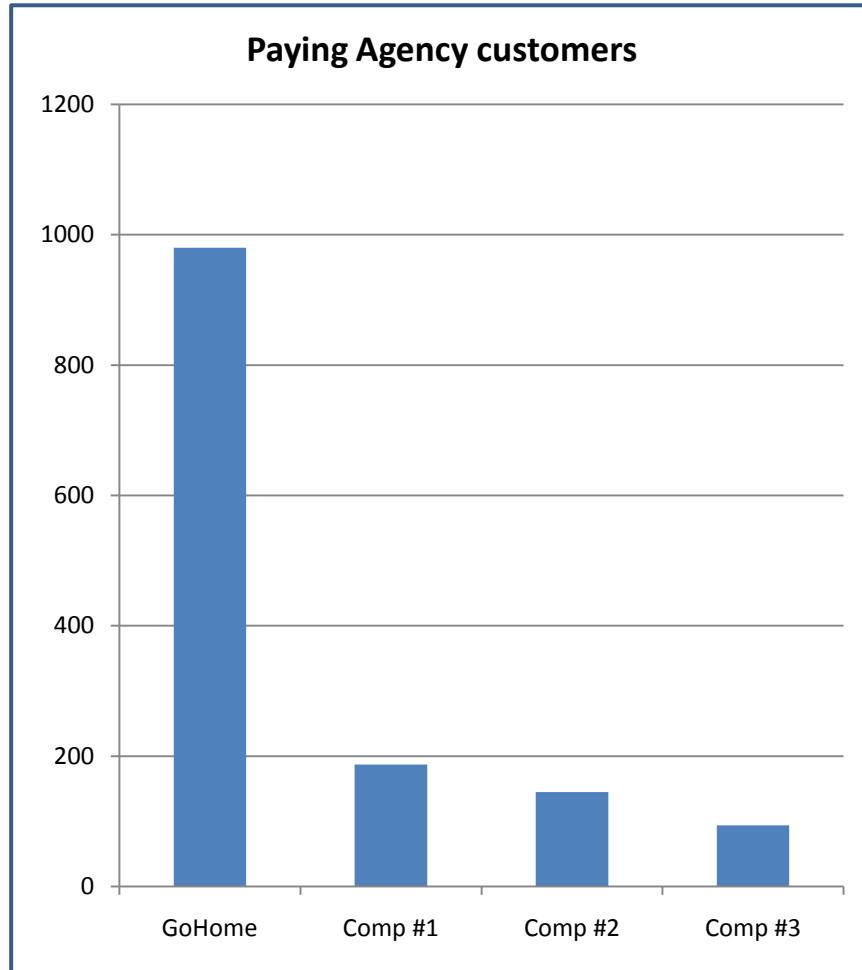


iProperty Malaysia provides the Group with a template for success, validation of the strategic direction and illustrates a clear path to long term profitability

Hong Kong



GoHome.com.hk has successfully won the agent market

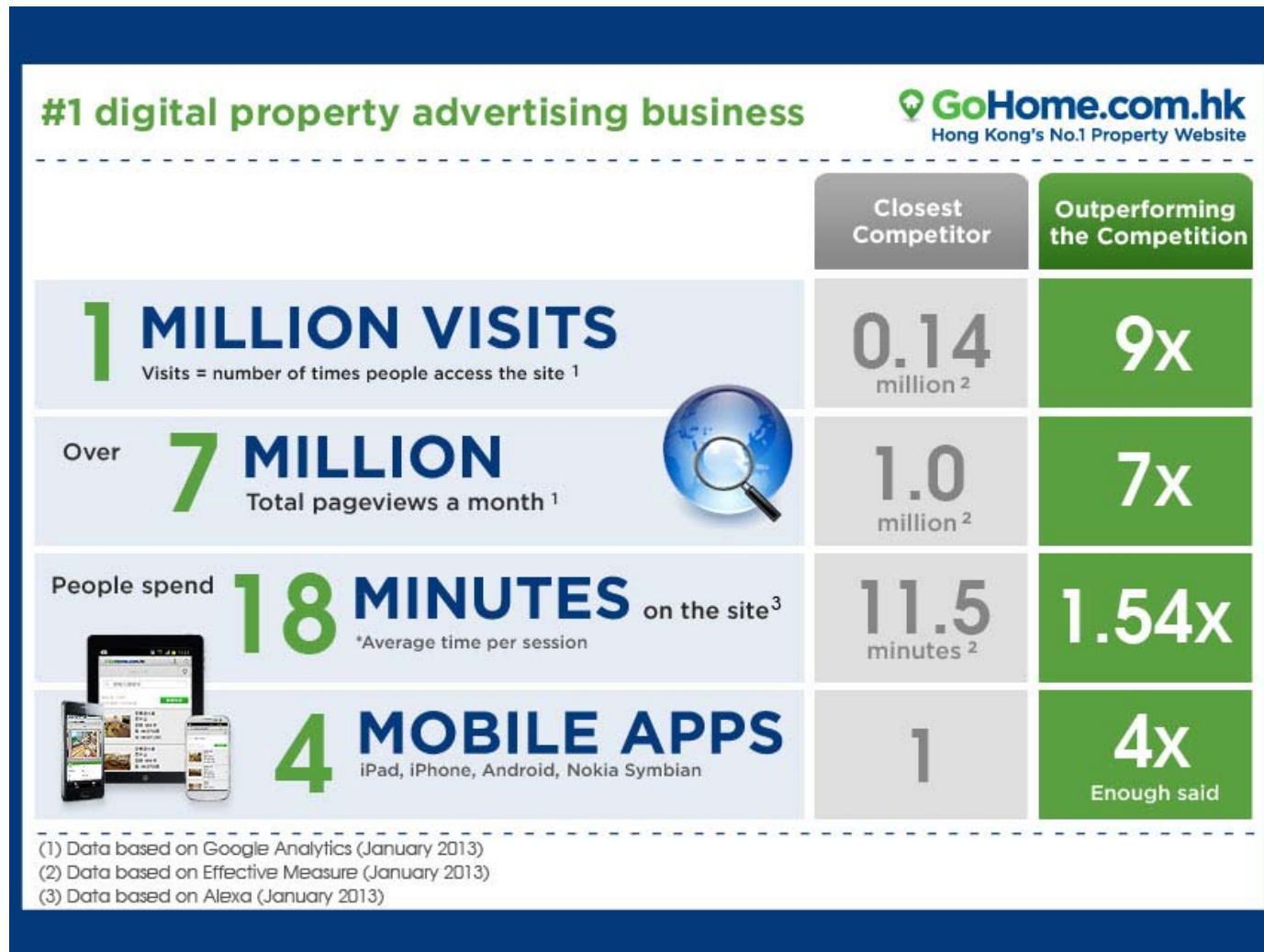


GoHome.com.hk now dominates the Agent market in Hong Kong.

During 2012 GoHome.com.hk signed up Ricacorp – one of 4 major franchise groups in Hong Kong, breaking a 10 year ban on franchise groups advertising on property portals.

Advertising 'depth products' now contributing to revenue mix from Agencies while lead generation continues to grow.

GoHome.com.hk has achieved clear market leadership with consumers and is the first choice when searching for property



Clear market leadership has opened up relationships with property developers in Hong Kong for the first time

With clear leadership in the Agent market and the first choice with consumers, GoHome.com.hk is now the preferred choice of partner for leading property developers in Hong Kong.

During 2012 Go.Home.com.hk successfully signed advertising agreements with four of the top five Tier 1 property developers and several Tier 2 property developers.

The acquisition of SMART Expo will also enable GoHome.com.hk to offer property developers a more complete product set, deepening already established relationships.

GoHome.com.hk is uniquely placed to tap into the influx of Mainland Chinese property buyers as they increasingly access property investment via the internet.

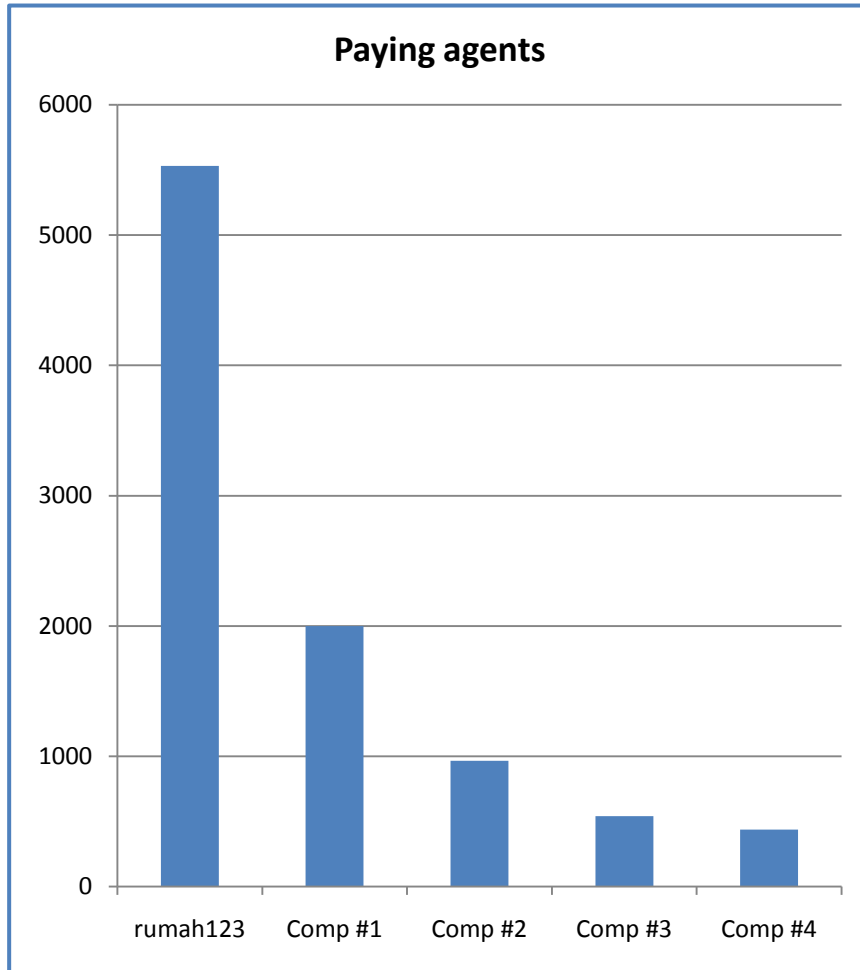
Hong Kong Scorecard

Agent	<input checked="" type="checkbox"/>	Consumer	<input checked="" type="checkbox"/>	Developer	<input checked="" type="checkbox"/>	Profitable	WIP
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Indonesia



Rumah123.com had a break out year, successfully penetrating the agent market and becoming a clear choice as market leader



Rumah123.com has successfully won the agents increasing its lead versus competitors.

During 2012 rumah123 signed strategic partnerships with major Agency franchise groups and significantly increased penetration in urban areas.

While agent penetration remains a focus 'depth' advertising products will be released in 2013.

Rumah123.com achieved market leadership early in 2012 and extended that position throughout the year



Clear leadership with Agents has helped drive consumer leadership. Inroads now being made with property developers

Rumah123.com achieved leadership with agents and increased property listings being advertised by 78% through the course of the year – no listings being advertised are more than three months old.

During 2012 rumah123.com signed agreements with REI & APERSI – the two representative bodies for property developers in Indonesia. The agreements promote rumah123.com as the preferred advertising portal partner in Indonesia for their members.

Rumah123.com has now signed more than 60+ property developers as customers in a market that is expected to grow rapidly in the coming years.

Rumah123.com is well positioned to build on its leadership position with agents, further grow the competitive gap with consumers and successfully target the property developer market .

Indonesia Scorecard

Agent	<input checked="" type="checkbox"/>	Consumer	<input checked="" type="checkbox"/>	Developer	<input type="checkbox"/>	Profitable	WIP
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Singapore



Under new leadership iProperty Singapore continues its realignment to focus on property developers

iProperty.com.sg continues to re-position itself to focus on the property developer advertising market, leveraging the iProperty Group network across the region.

With ongoing competition for the agent market, including continued new entrants, significant steps have been taken in the execution of a sustainable strategy including partnerships with Xpressor (significantly increasing agent listings), greater focus on agency deals at a corporate level and an emphasis on the roll out of agent 'depth' advertising products.

New sales teams in place focusing on Singapore based property developers with the unmatched ability to offer regional reach across the iProperty Group network.

The acquisition of SMART expo also enhances the iProperty Singapore product offering to International developers with two Singapore Expo's scheduled in 2013.

Singapore Scorecard

Agent	<input checked="" type="checkbox"/>	Consumer	<input checked="" type="checkbox"/>	Developer	WIP	Profitable	WIP
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Disclaimer

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