



**Showcasing the iProperty Group
Singapore and Hong Kong
Investor presentation
June 12th and 13th
2013**



Company overview – Asia’s No.1 Online Property Group

iProperty Group Limited is *the number 1 operator of property portals in key Asian markets*. The Group provides online advertising and other complementary products to property developers and real estate agents primarily marketed under the iProperty.com umbrella brand.



Company overview - Asia's No.1 Online Property Group

The iProperty Group is the leader in the region with operations in Malaysia, Hong Kong / Macau, Indonesia and Singapore along with investments it retains in India and the Philippines. These markets have rapidly growing economies, accelerating internet access and the migration of offline advertising to online is gathering pace.

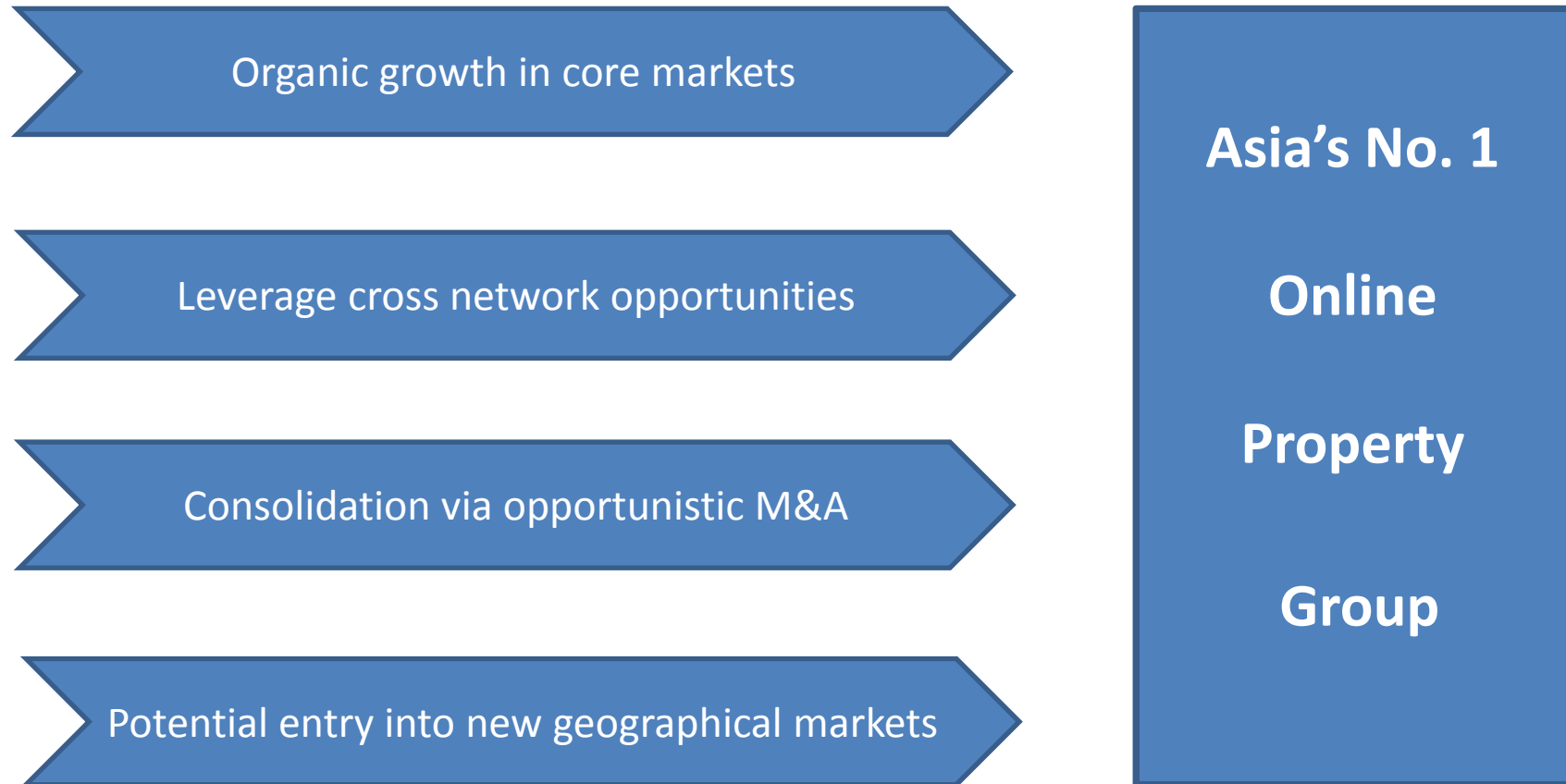


The iProperty Group develops its network of market leading property portals to give users the best possible experience when searching for property with an increasing emphasis on mobile access via smartphones and tablets.

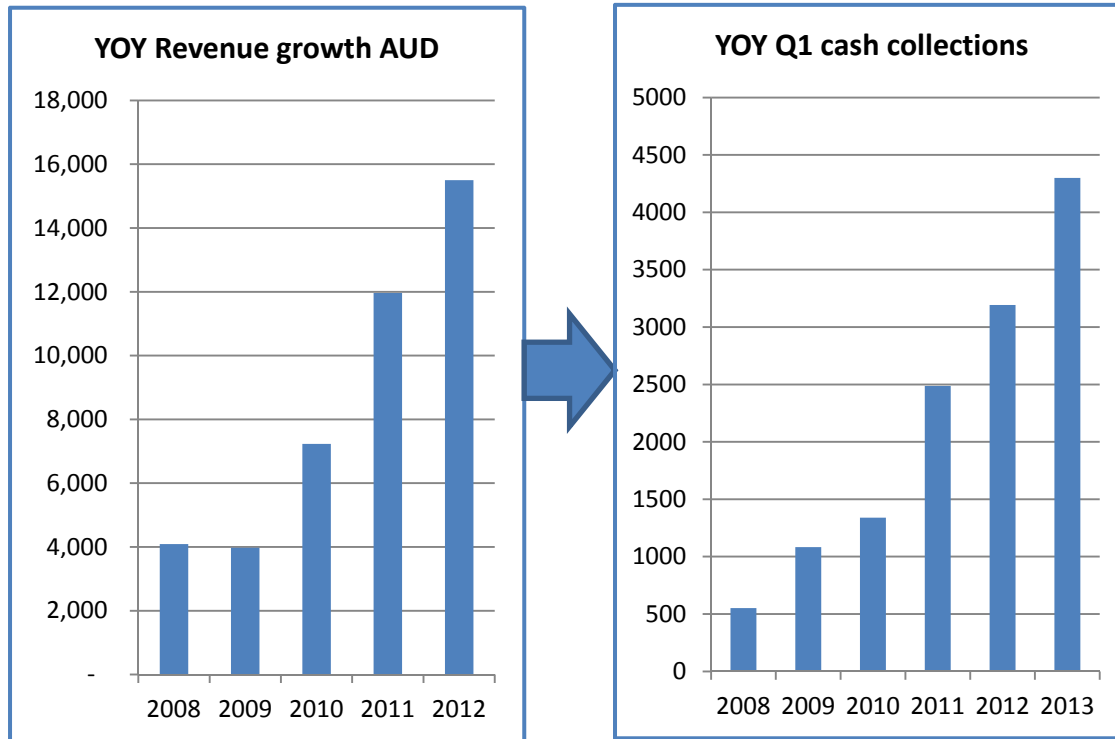
77% of the property advertising in these markets is generated by property developers and this segment is the primary area of focus. Major emphasis is placed on lead generation and partnering customer's in the long term growth of their business.



The iProperty Group has clear leadership with a clear strategy in place to capture the value created as offline advertising migrates to online



iProperty Group continues to deliver strong growth in revenue and cash receipts as its it positions itself to capitalize on the migration of advertising spend from offline to online



Revenue for 2012 was AU\$15.5 million at a growth rate of 30% when compared to 2011 while cash collections continue to grow strongly in 2013.

The results were 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.

Key performance metrics all continue to grow strongly in 2013 – the strength of the business model solidifies market leadership positions

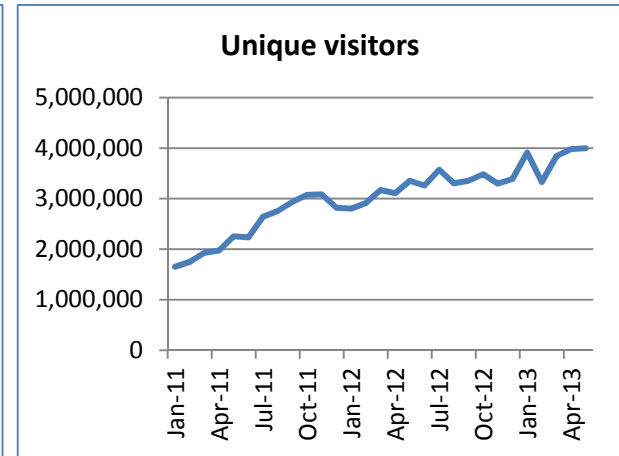
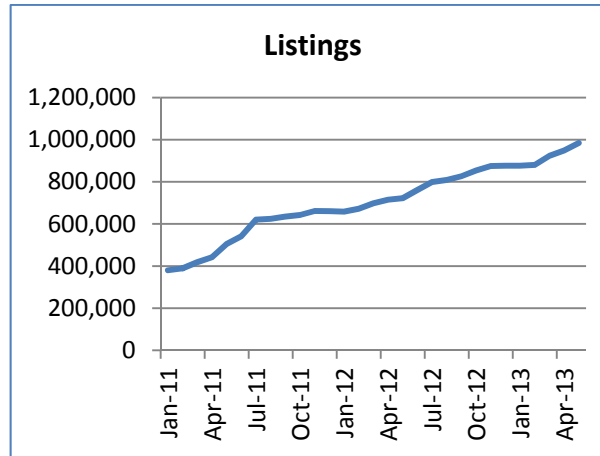
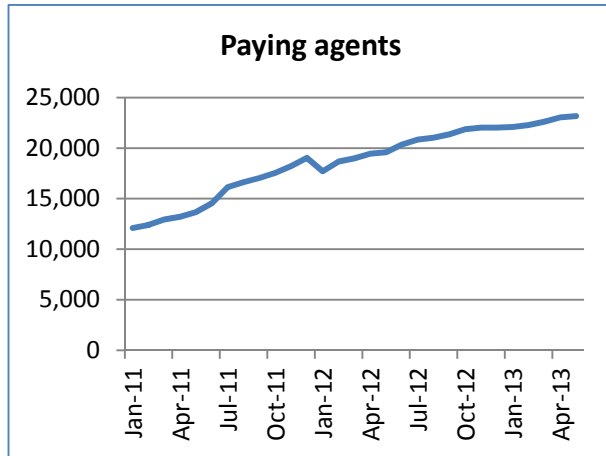
Property agents provide



Listings



attracting consumers to search



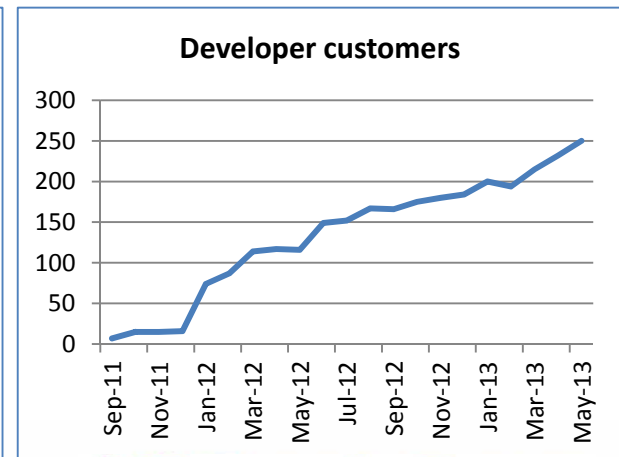
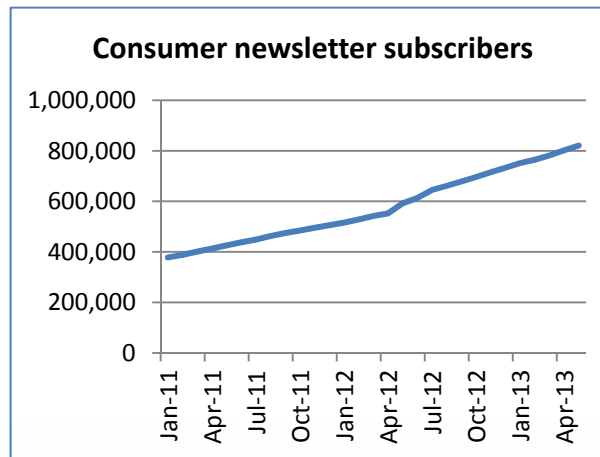
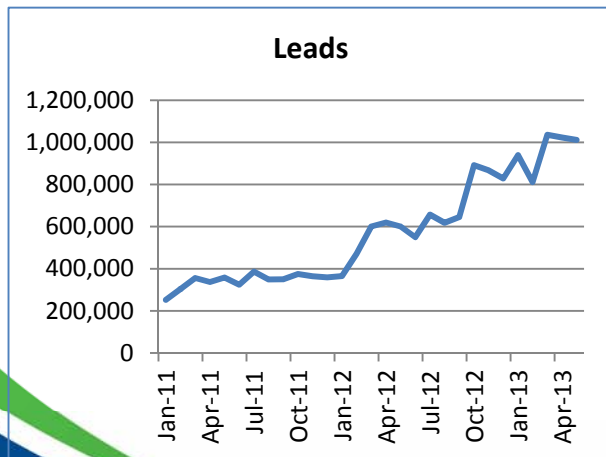
who then generate leads



increasing engagement



attracts property developers

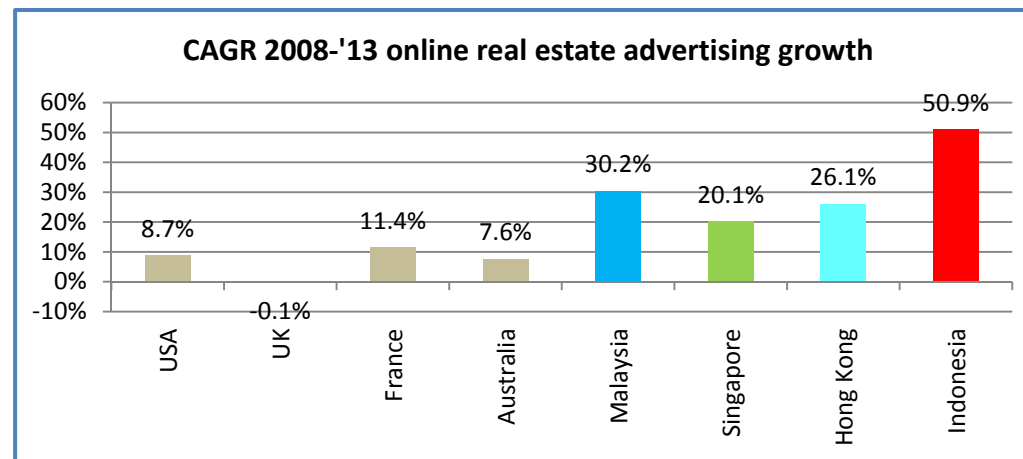
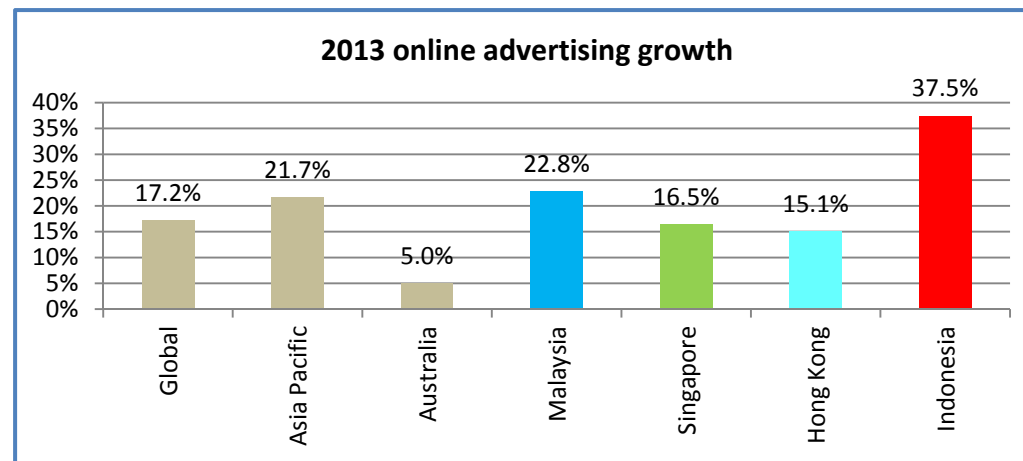
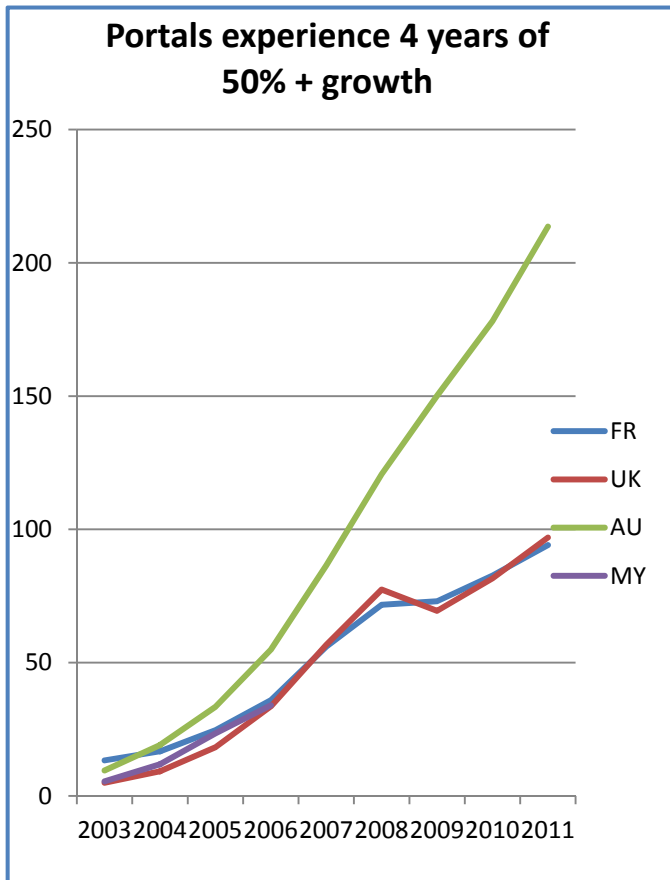


iProperty Group operates in markets that are dominated by property developer advertising and are set to follow mature markets in the migration of advertising spend from offline to online

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
<i>Total</i>	<i>230</i>	<i>240</i>	<i>245</i>	<i>254</i>	<i>260</i>	<i>267</i>	<i>271</i>	<i>279</i>
Singapore								
Agent	40	44	45	47	49	50	52	53
Developers	140	145	145	145	149	152	155	156
<i>Total</i>	<i>180</i>	<i>189</i>	<i>190</i>	<i>192</i>	<i>198</i>	<i>202</i>	<i>207</i>	<i>209</i>
Hong Kong								
Agent	60	62	64	66	66	67	67	69
Developers	250	260	240	270	275	275	280	280
<i>Total</i>	<i>310</i>	<i>322</i>	<i>304</i>	<i>336</i>	<i>341</i>	<i>342</i>	<i>348</i>	<i>349</i>
Indonesia								
Agent	20	25	27	29	30	32	32	34
Developers	70	70	75	80	82	85	85	87
<i>Total</i>	<i>90</i>	<i>95</i>	<i>102</i>	<i>109</i>	<i>112</i>	<i>117</i>	<i>117</i>	<i>121</i>
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

Market leadership delivers high growth potential and value creation as evidenced in mature markets. iProperty Group has leadership in markets that are set to follow this pattern



The iProperty Group develops market leading products and services designed to maximize the ability to capture property advertising



DIGITAL Media

Leading edge, innovative advertising solutions that capture the attention of more than **1,300,000** property buyers and investors



MOBILE Solutions

Smart, rich user friendly mobile applications that are widely available on all mobile devices (iOS, Window 8, Android, Symbian and etc), giving you a convenient platform to reach an additional property buyers and investors 24/7

iProperty.com

PROPERTY EXPO'S

Reaching out **150,000** buyers and investors. The iProperty.com Expo, held numerous times a year, strategically showcases your property developments



PRINT Media

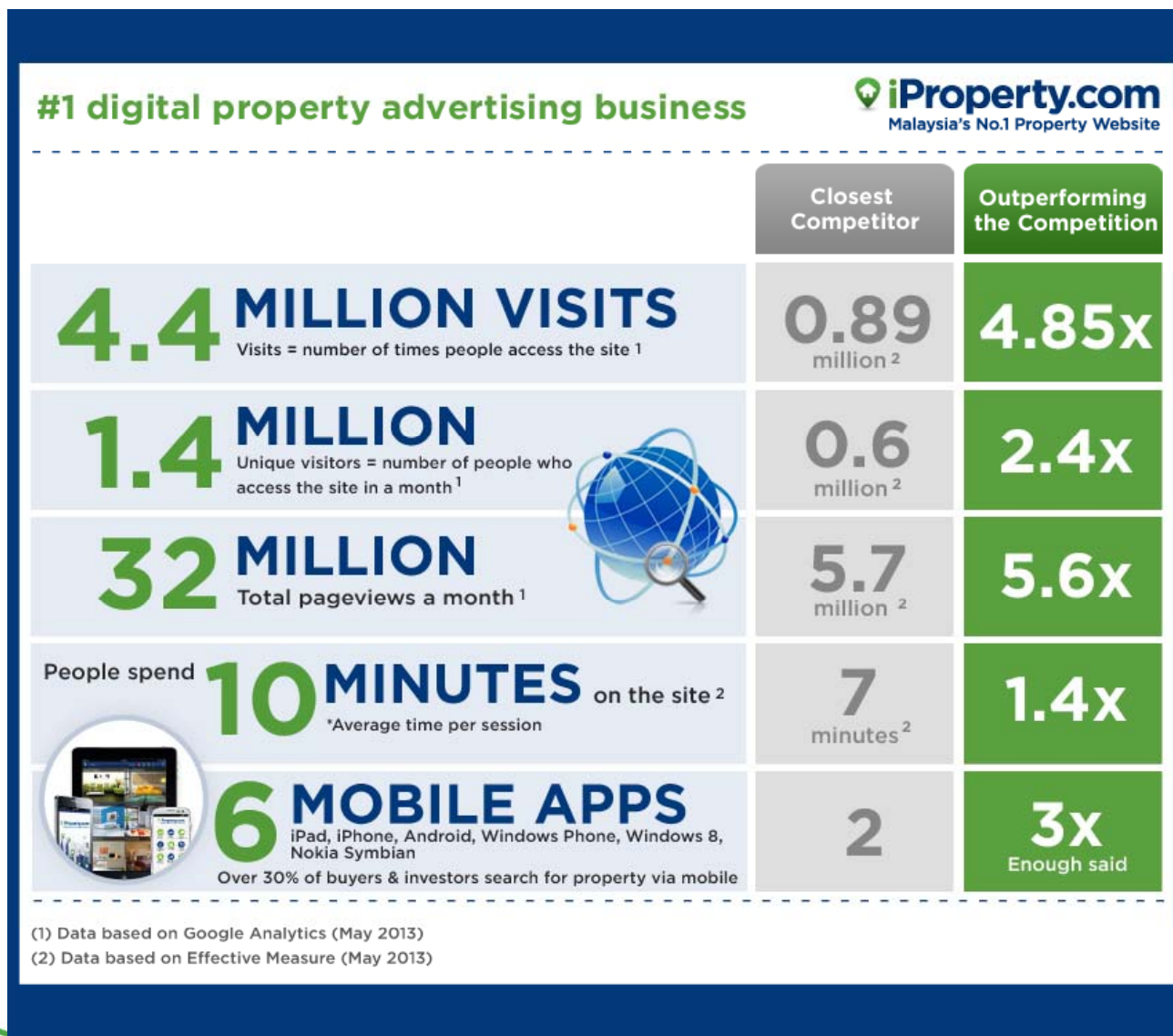
Engage with potentially an additional **100,000** property buyers and investors via our wide array of external and internal print publications



Malaysia



iProperty.com.my dominates in Malaysia with clear market leadership with consumers, is increasingly profitable and is set to capture more value as the migration from offline to online accelerates



iProperty Malaysia has more property listings than any competitor and 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



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



IOI GROUP



I & P Group



With clear leadership in property listings, the Agent market and the first choice with consumers, iProperty.com.my is now the preferred 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
- ✔ 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 – the blueprint for success

iProperty Malaysia is now a profitable and successful business:

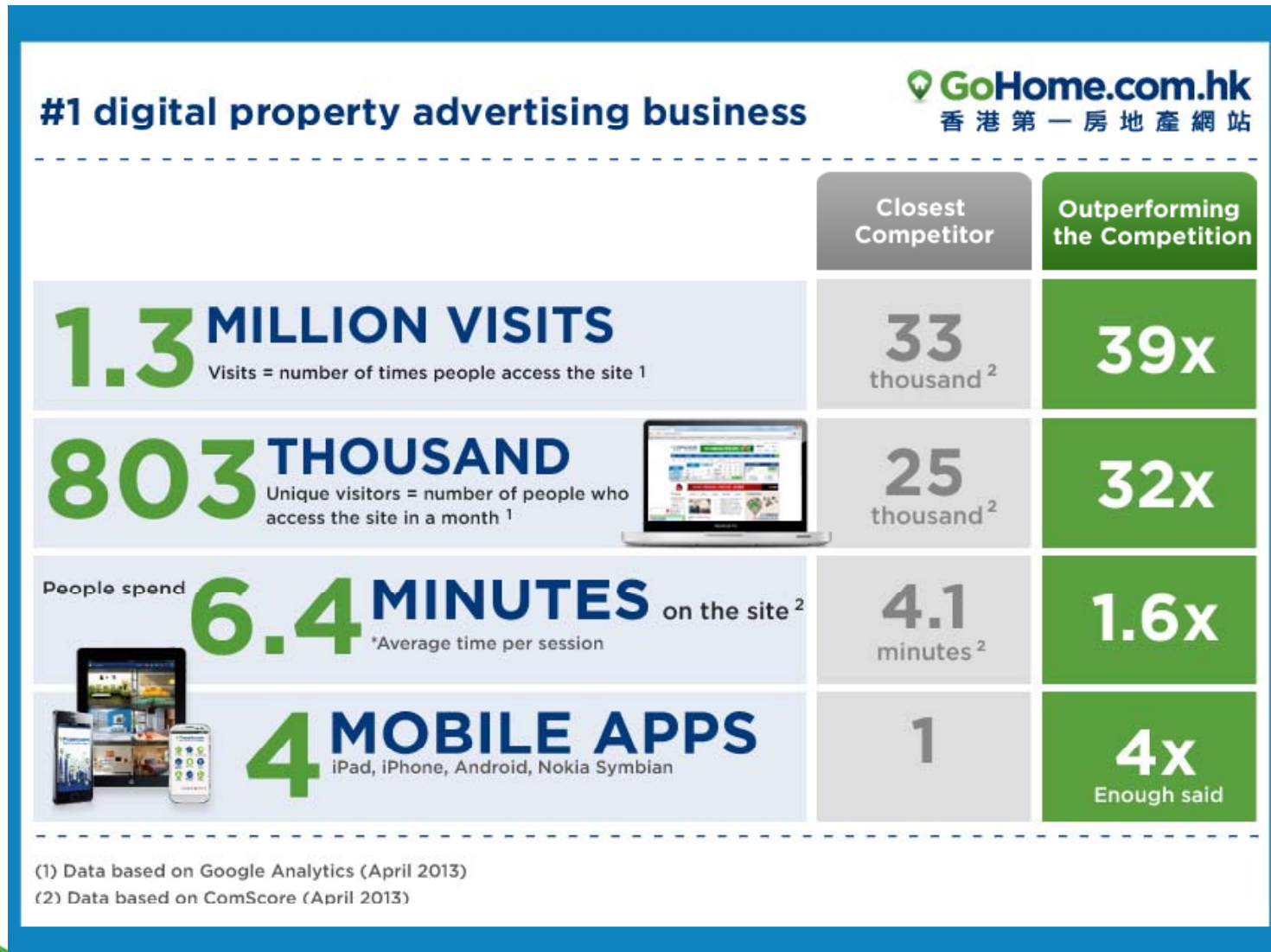
1. Dominated the agent listings landscape
2. Win the consumer and generate leads to advertisers
3. Capturing the developer advertising market
4. Move to profitability

iProperty Malaysia leads the market and is set to capture the enormous value created as advertising migrates from offline to online

Hong Kong



GoHome.com.hk is the clear leader and #1 in Hong Kong and is set to capture the value created as advertising migrates from offline to online



Market leadership in Hong Kong has opened up relationships with property developers as they advertise for the first time online.

GoHome.com.hk is the clear leader in Hong Kong and is positioning itself to capture the value being created in one of the worlds most dynamic regions. GoHome.com.hk has the added benefit of being able to target Mainland China property buyers as they look to Hong Kong and other markets to invest in.

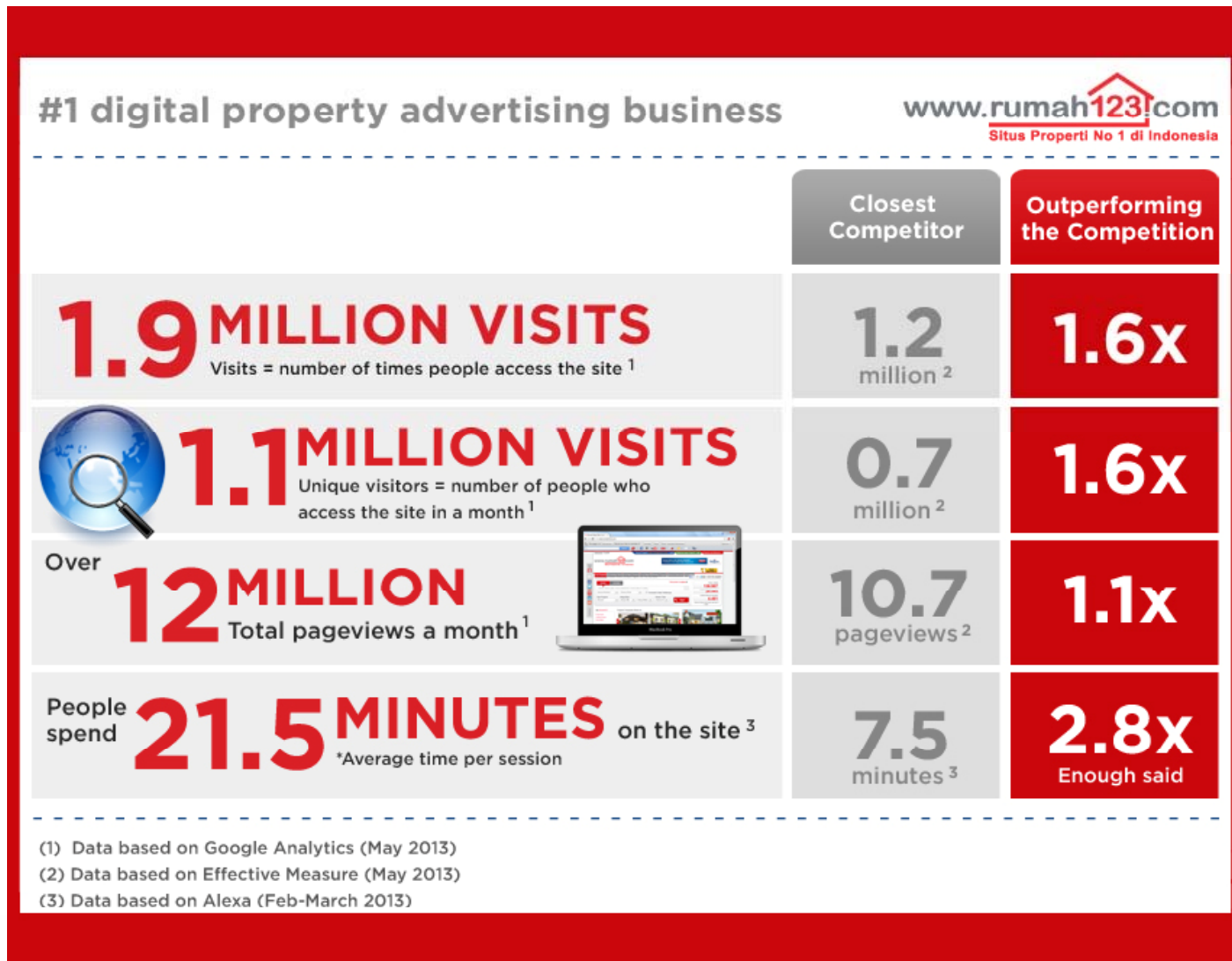
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GoHome.com.hk leads the market and is set to capture the enormous value created as advertising migrates from offline to online

Indonesia



Rumah123.com continues to grow rapidly and is the clear leader in a market of ~250 million consumers with a GDP approaching USD1.0 trillion



Rumah123.com has more property listings than any competitor and more agents paying to advertise. This market leadership position is now attracting property developers to advertise online

Rumah123 is now the preferred choice in Indonesia for property agents to advertise their listings online and combined with a growing lead with consumer there has been a significant increase in leads being generated to advertisers.

1. Dominated the agent listings landscape
2. Win the consumer and generate leads to advertisers
3. Capturing the developer advertising market as it begins to migrate
4. Longer term goal to reach profitability

Rumah123.com has emerged as the clear leader in Indonesia and is well positioned to capture the enormous value being created as property advertising accelerates its migration from traditional offline media to online

Singapore



Under new leadership iProperty Singapore continues its realignment to focus on the property developer advertising market

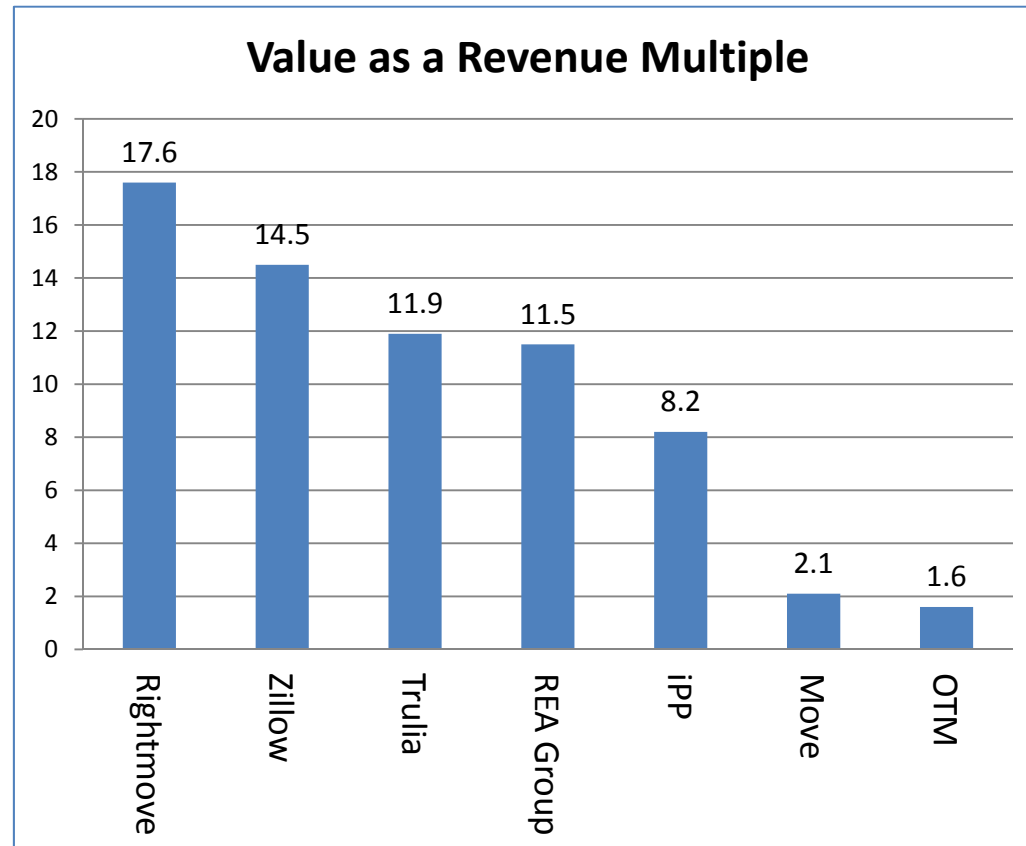
iProperty.com.sg continues to re-position itself to focus on the property developer advertising market, leveraging the iProperty Group network across the region.

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

The Singapore business has recently undergone a significant restructure aimed at achieving a financial break even outcome as a platform for a long term and sustainable position in the market.

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

iProperty Group is uniquely positioned to capture the value being created in fast growing emerging markets across Asia



*“The iProperty Group with perhaps the most growth potential is trading at a comparative bargain of only 8.2x revenues”

*Source Propertyportalwatch.com

Disclaimer

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