



ASX RELEASE: 21st May 2014
(Market Sensitive Announcement)

HOME OPEN SET FOR AUSTRALIAN LAUNCH 1st June 2014

HIGHLIGHTS

- **Home Open iPhone Application set for Australian launch**
- **Final version approved by Apple**
- **Home Open will be available from the iTunes store 1st June 2014**
- **To be unveiled at Australia's leading real estate conference AREC**
- **Full roll-out of the iPad, Android and website versions on-track for June and July**

Applabs Technologies Ltd (ASX Code: ALA) is pleased to provide an update on its exciting new real estate portal "Home Open".

The Home Open iPhone application will be available for download from the Apple iTunes store from the 1st June 2014 after receiving all the required approvals from Apple for launch. Given the rebranding and additional features incorporated into Home Open the iPhone version needed to be re-approved by Apple since it was announced to the ASX on the 9th January 2014 that approval have been received.

Home Open will be unveiled at Australia's largest real estate conference AREC to over 3000 agents from across Australia during the 1st and 2nd of June 2014. As part of the Home Open launch strategy the company is unveiling the product firstly as a "soft industry launch" and then will quickly move to a full marketing campaign Australia-wide once the complete offering of the iPad, Android and website versions are completed.

The company anticipates that at this stage the iPad, Android and website versions will be completed during the months of June and July. The company will also be regularly adding new features to the Home Open iPhone version after its launch on the 1st June 2014.

Applabs Managing Director Stuart Kidd commented:

"We are very excited to release the first part of the Home Open portal with our iPhone version. Unveiling the product at Australia's largest real estate conference

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enables us to show the real estate community the quality of the product and the technology. We have also developed some exciting additional features which we will integrate into the iPhone version post launch on a monthly basis”

About AREC

Arec is Australia’s largest real estate conference and is being held on the 1st & 2nd of June 2014 in the Gold Coast. Over 3000 estate agents from all across Australia attend every year, with nearly every major Australia Real estate franchise represented. Each year AREC showcases the latest technologies available in the real estate industry.

For further Information, please contact

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