



onthehouse
HOLDINGS

US Roadshow March & April 2014



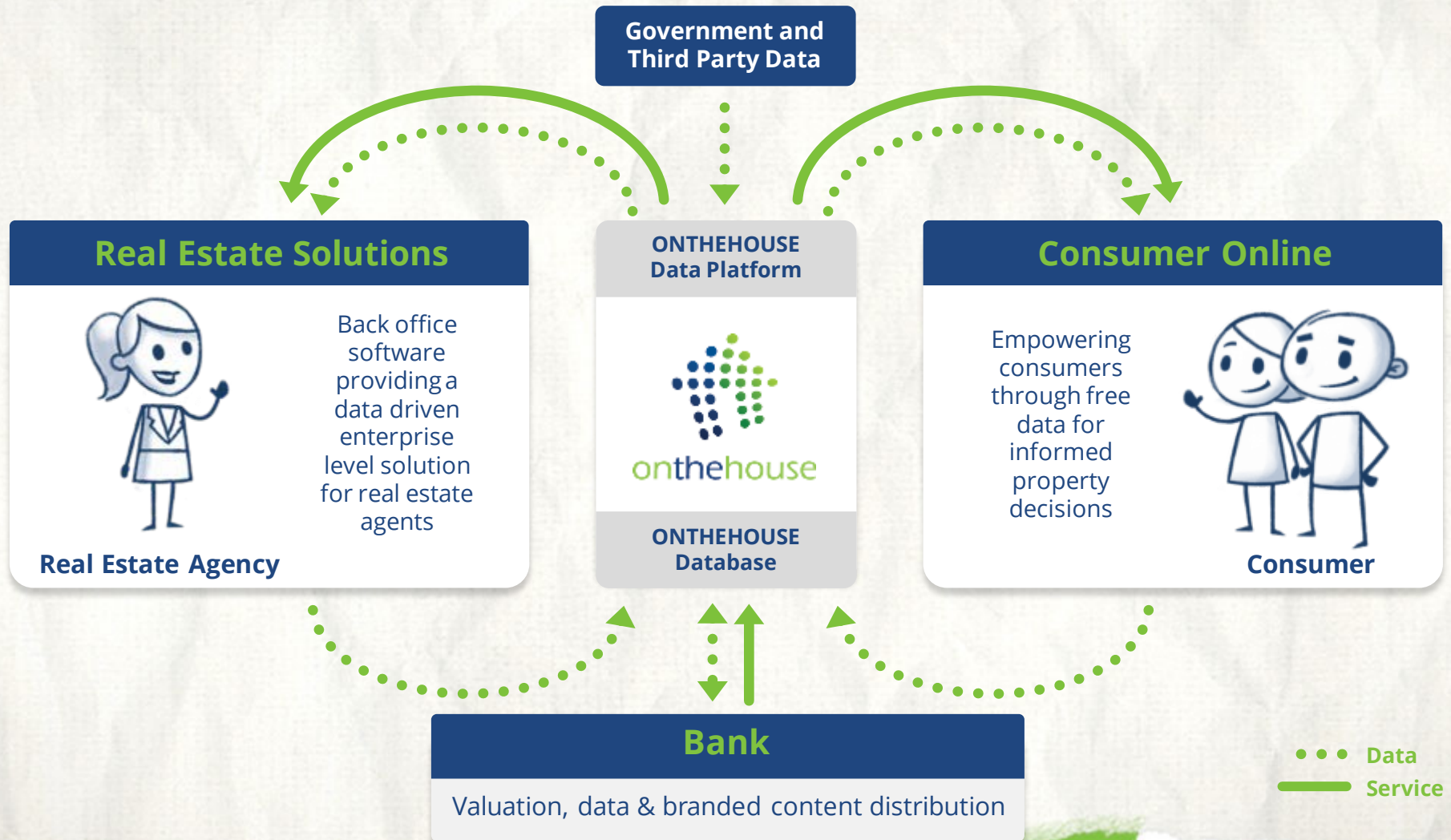
↪ OTH structure and strategy

OTH positioning

Financials

Growth opportunities

OTH overview: making data useful



Product suite

Multiple products integrated to create an empowering property marketplace

Product



Content

Our Business

Competitors

Real Estate Software Solutions



| | |
|---|--|
| Back office <ul style="list-style-type: none"> Trust Acctg Property Mgmt Sales Mgmt | Front office <ul style="list-style-type: none"> Websites Sales Mgt CRM Marketing Mgmt Mobile |
| <ul style="list-style-type: none"> Transaction Sales Rentals Listings Property Details People Details | <ul style="list-style-type: none"> Listings Property Details Marketing Transaction People details |

Data Services (Real Estate Content)

- Comparative Market Report
- Historical Sales



- Listings Data
- Sales Data

Consumer Online

- Listings
- Sales Data
- Property Details
- Analytics

- Listings
- Sales Data
- Property Details
- Analytics








it's not just data, it's rpdata



Australia's most accurate Property PriceFinder



Just what you're looking for




YOUR BEST FRIEND IN REAL ESTATE



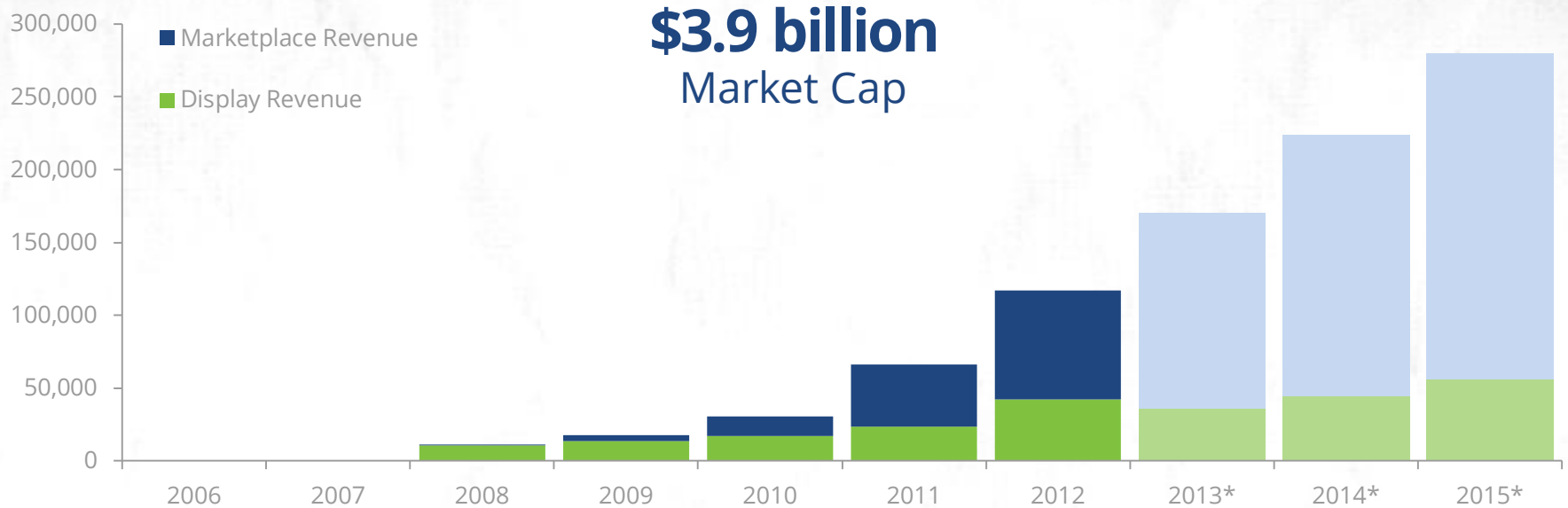

the biggest address in property



Zillow® Strategy



Zillow® Timeline



- Launch
- Yahoo Partnership
- Open API Launched

- Mortgage Marketplace
- Feature Listings
- Zillow Ad Network
- Zillow Advice

- First Real Estate Listings Partner
- Selling Ads with Yahoo
- Partners with Apartments.com

- Zillow Digs
- Buys StreetEasy

- Neighborhood Pages
- Listings Feed

- iPhone App
- Video Training Centre

- Launch Agent Review
- Yahoo-Zillow Real Estate Network
- Rent Zestimates
- IPO
- Buys Software Co's

- Neighborhood Advice
- Zillow Rentals
- Buys BuyFolio
- Buys Hot-Pads

*Zillow Estimates

Real estate industry data aggregation – Australia & US

Government and Third Party Data

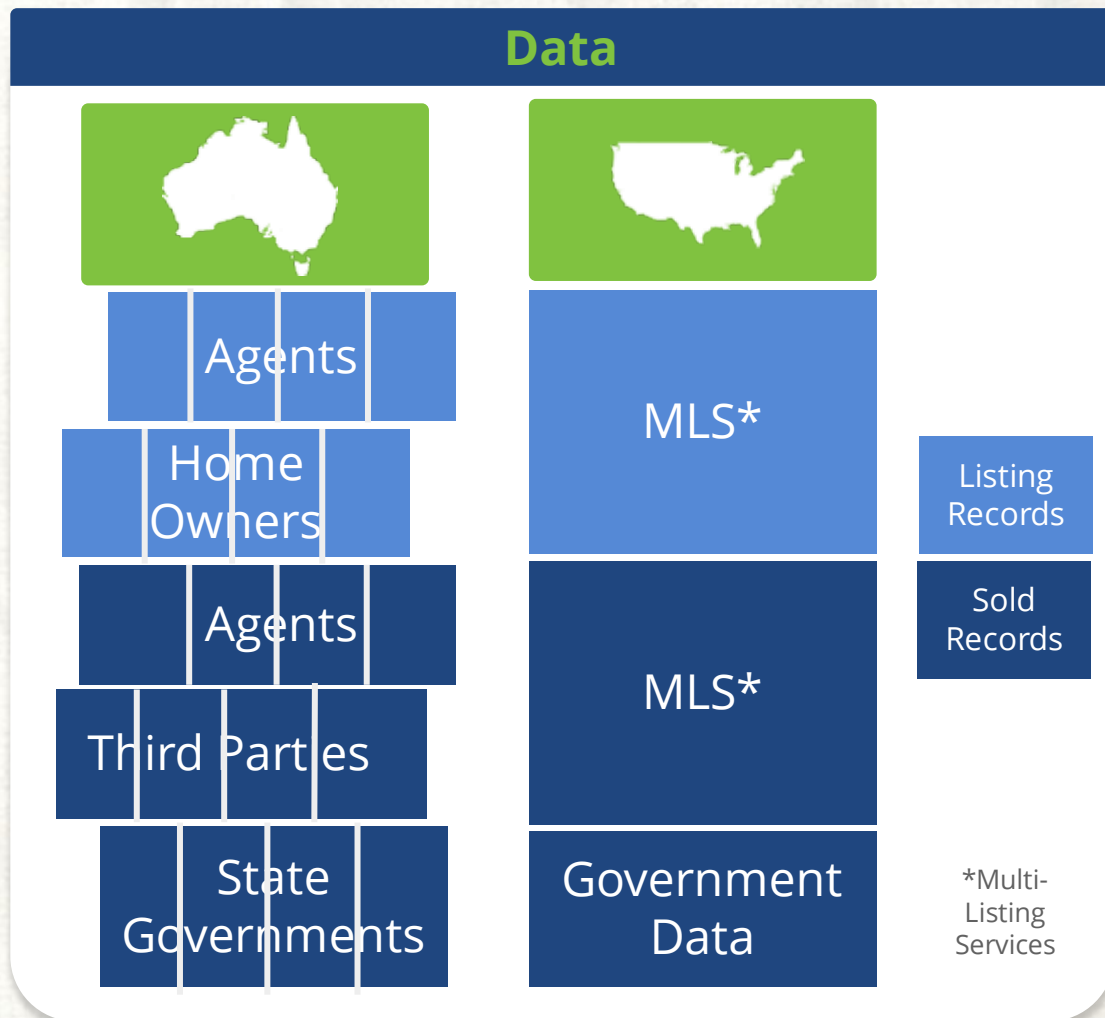
Aggregation of listing and sold records data from Government and third party sources, harnessed through industry leading, unique technology

Licences for all Australian states

ONTHEHOUSE Data Platform



ONTHEHOUSE Database



Strategy to further monetise consumer online

Build great products + supply rich real estate data that attracts home owner audience



Invite agents to connect with audience - for free



Offer agents premium services to increase engagement



Reinvest profits in product, marketing and data



Provide software tools + content + aggregate industry data to improve agents success

Iterate on monetisation model

Capital structure and ownership

| (\$'000) | 31 Dec 13 | 30 June 13 | Change |
|--------------------------|-----------|------------|--------|
| Cash | 4,365 | 4,187 | +4% |
| Goodwill and intangibles | 65,522 | 66,287 | -1% |
| Total assets | 74,528 | 74,584 | <1% |
| Total borrowings | (3,062) | (3,842) | -20% |
| Total equity | 62,934 | 62,229 | +1% |
| Net cash | 1,303 | 345 | +278% |

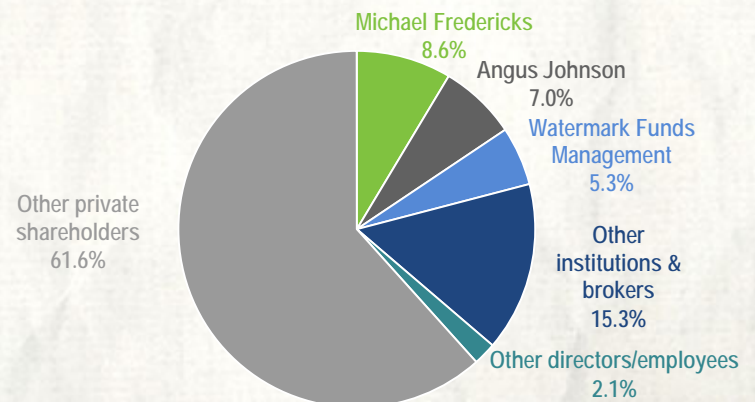
| Issued capital | |
|----------------------------|------|
| Shares on issue (millions) | 82.2 |
| Free float (%) | 77% |

| Top holders | Shares (millions) | % |
|----------------------------|-------------------|------|
| Michael Fredericks | 7.1 | 8.6% |
| Angus Johnson | 5.7 | 7.0% |
| Watermark Funds Management | 4.4 | 5.3% |

Balance sheet at 31 Dec 13

- Closing cash balance at 31 Dec 13 up 4% to \$4.4m
- Strong cash flows reduced debt by 20% to \$3.1m
- Positive net cash position at 31 December 2013 of \$1.3m

Ownership structure



Information in addition to IFRS measures included in this report has been used for consistency and user readability. The measures have been derived from audited information contained in the financial statements.

Free float calculated as shares on issue less holdings over 5% and identified director and employee holdings. Unanalysed holdings (below top 50) included in "Other private shareholders". Institutional holdings as at 29 Jan 2014, Director & Substantial holdings as at 27 March 2014.

Recent milestones

OTH is positioned for growth



Entered strategic content partnership with hipages Group



Entered into deals with Commonwealth Bank of Australia and Westpac Group



Expansion into wider marketplace categories (e.g. retail)



Data platform in place

Upcoming

Launch of RE:Search imminent

Ongoing

Bundled sales strategy underway

Ongoing

Development of next generation of Onthehouse.com.au website

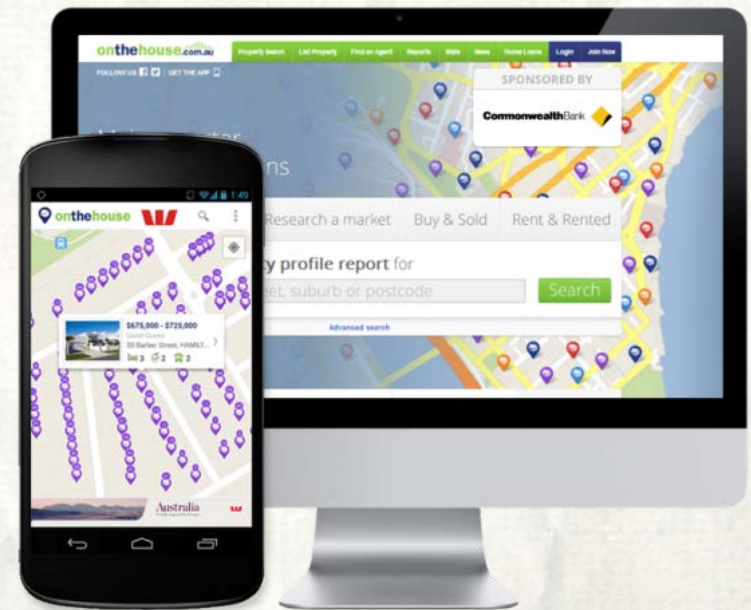
Banking: Sponsorships delivered



Bank

| | |
|--|----------------------|
| AVM / Valuation | Data Products |
| Mobile / Apps / Innovation | Content Distribution |
| Valuation, data & branded content distribution | |

- CBA major sponsorship for the consumer property portal onthehouse.com.au
- Westpac Group major sponsorship of the Onthehouse iPhone and new Android apps
- Westpac Group will be investing in a strategic media integration play across Onthehouse's Real Estate Ad Network



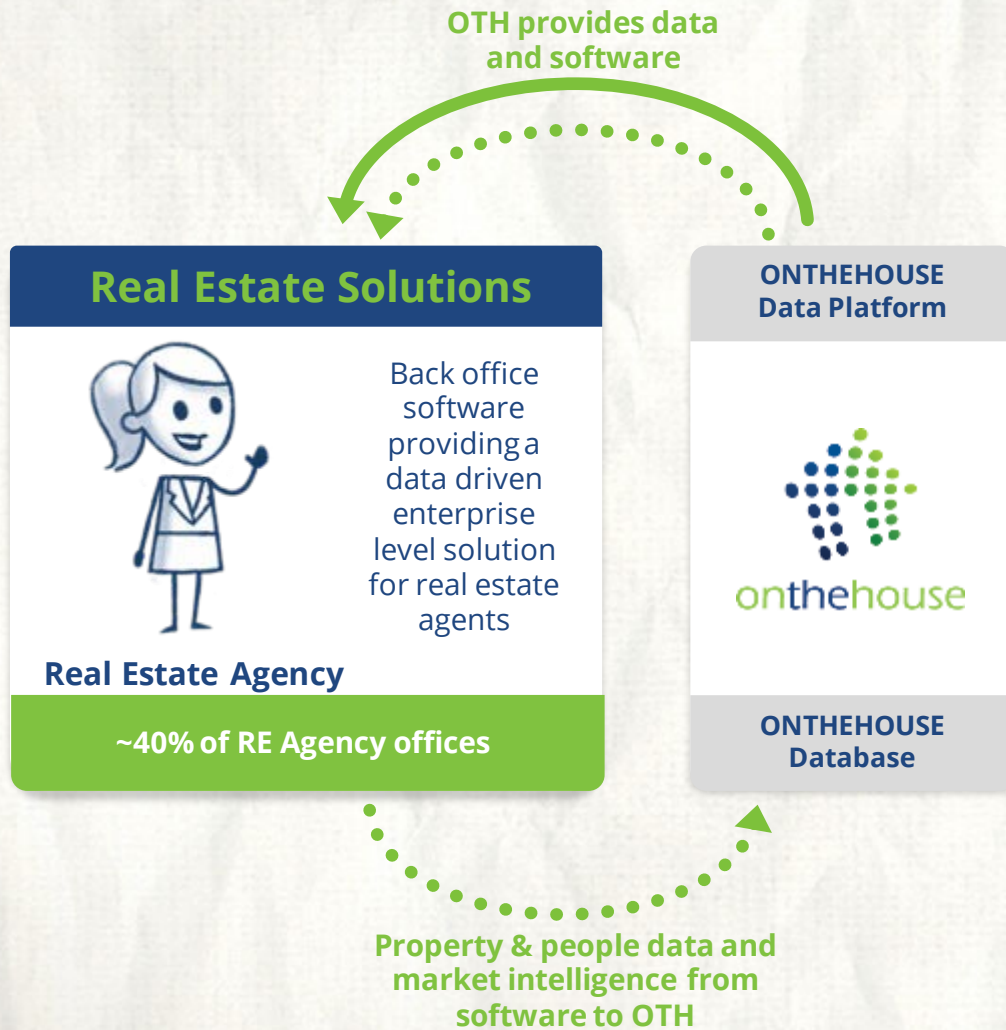
OTH structure and strategy

→ OTH positioning

Financials

Growth opportunities

RESD: Real Estate Solutions Division



RESD Model \$22m Revenue in FY13

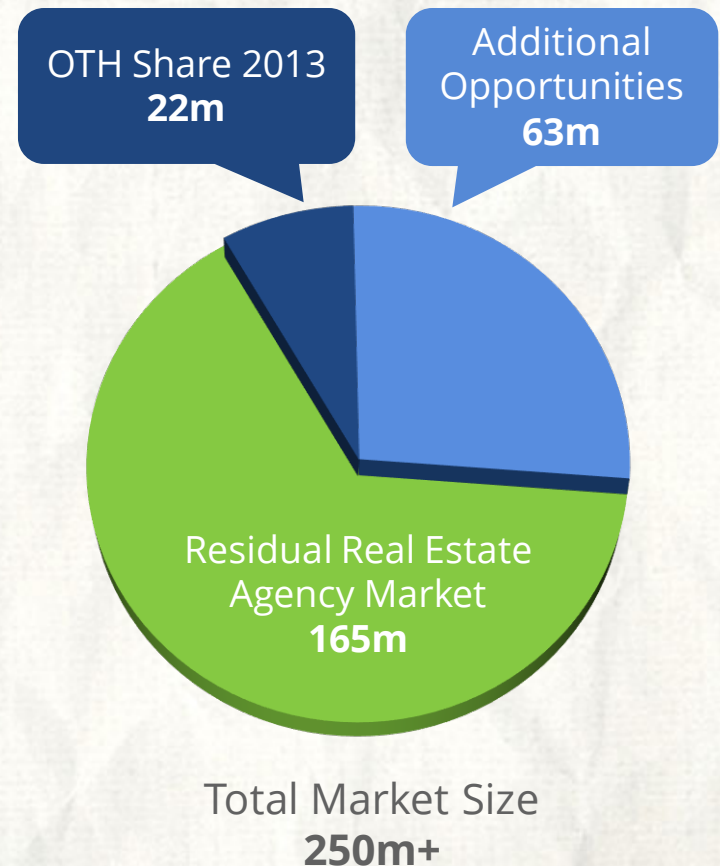
1. Software subscriptions
 - High margin, recurring monthly revenues
2. Training & Consulting fees
 - Custom web solutions
 - Property Management accounting services
3. Data services to banks & brokers - annual content licensing fees
 - AVM
 - Consumer Property Reports & Research services

RESD: Unique solution with strong market share

The only data driven enterprise solution in Australia

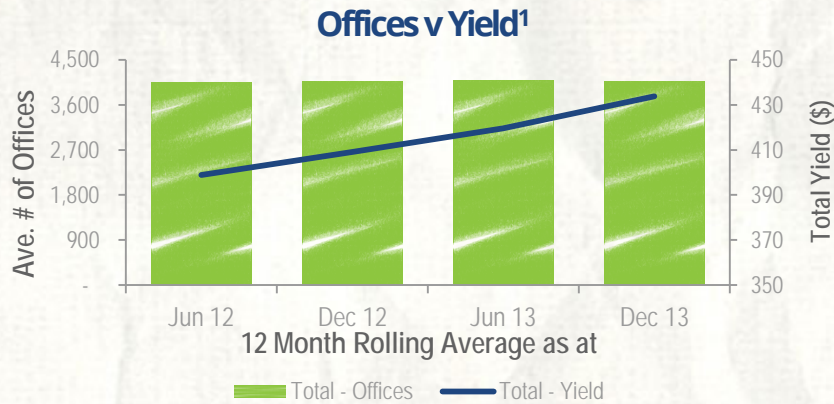
OTH's RESD solution

- Unrivalled product suite
- The only "one stop shop" solution in Australia
- Continued growth in revenues and EBITDA
- Attractive growth market. TAM \$250m
- Working closely with real estate groups and offices
- Potential for consolidation (organic and M&A)
- Door to door relationships with offices & groups



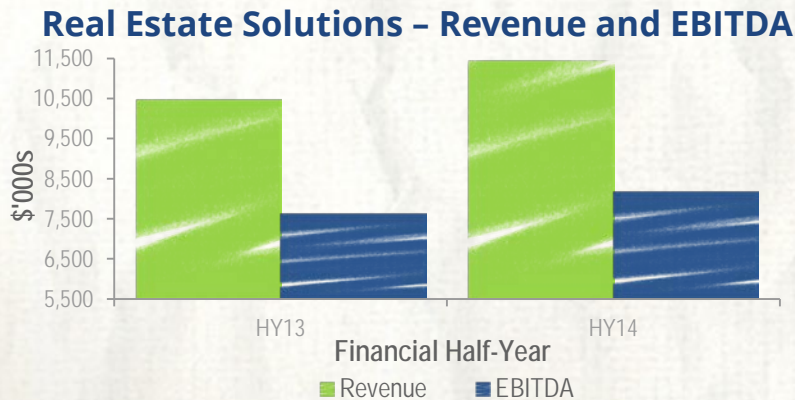
RESD: Focus on increasing yield per door

Transitioning to cross selling and innovation



Growing RESD revenue through cross-selling

- 15% of sales for HY14 were cross sells compared to 8% in HY13
- Monthly yield up 6% to \$434 per office from \$409 in December 2012
- Refraining from increasing yield through significant price increases
- Increased investment in customer service and support
- Reinvested \$0.6m into RES products (excluding data platform)
- ANZ renews AVM contract



¹ Note FY13 average yield was \$420 up from \$399 in FY12. This differs from the full year earnings pack due to a refinement of the definition of offices.

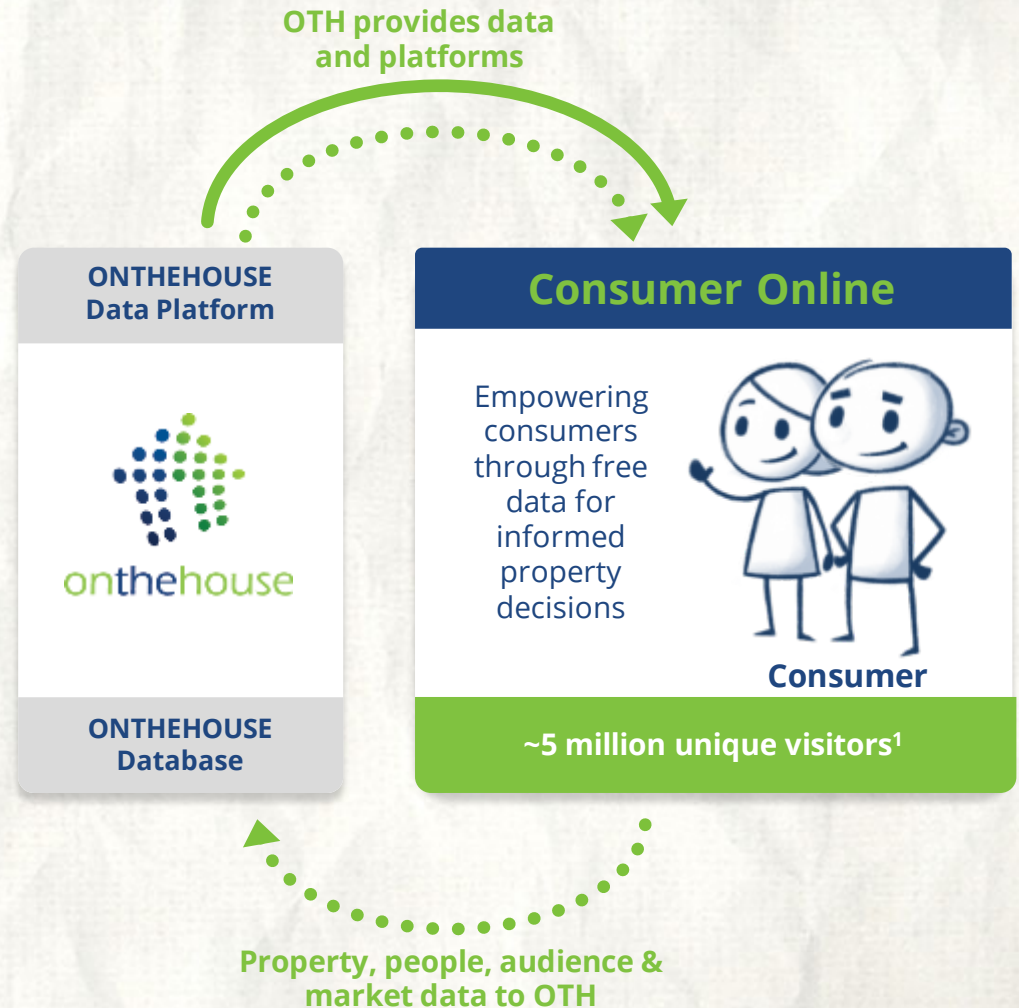
COD: Consumer Online Division

COD Model

\$2m Revenue in FY13

Build engagement through provision of free and empowering data to support revenue model:

1. Media Sponsorship +Ad network business model (Premium CPM)
2. Finance Marketplace
Banks/Brokers
3. Agent Marketplace
4. Homeowner Marketplace
(Tradespeople, Conveyances, Whitegoods)
5. Size of property sector advertising
- Approx \$2b



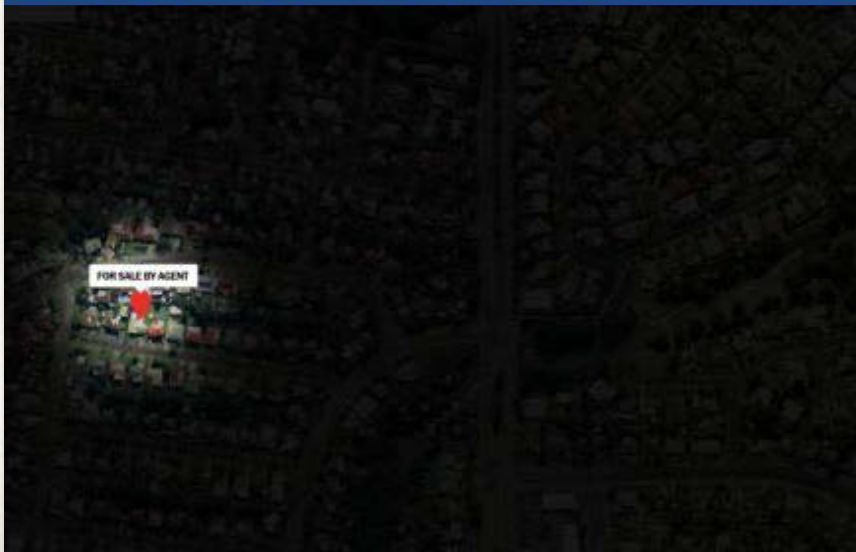
Unique consumer model & strength of data

OTH has first mover advantage in second generation online property market

Established Australian online property websites are first generation

OTH has access to highly fragmented Australian property data and the power to aggregate and harness this data

First Generation – Classified Listings



Domain

realestate.com.au
Australia's best property site

Second Generation – Informed Property Decisions



trulia

Zillow.com

Zoopla
Smarter property search

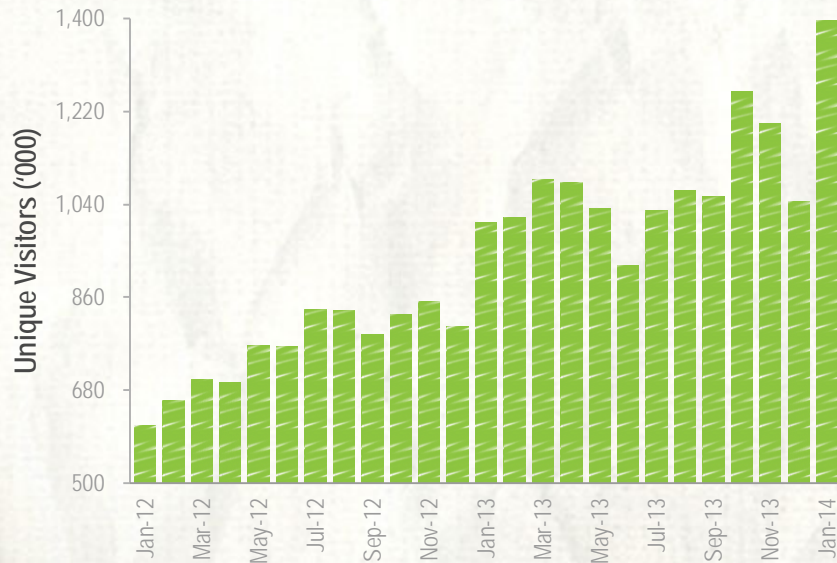
onthehouse.com.au

onthehouse
HOLDINGS

OTH's strong, scaling consumer audience

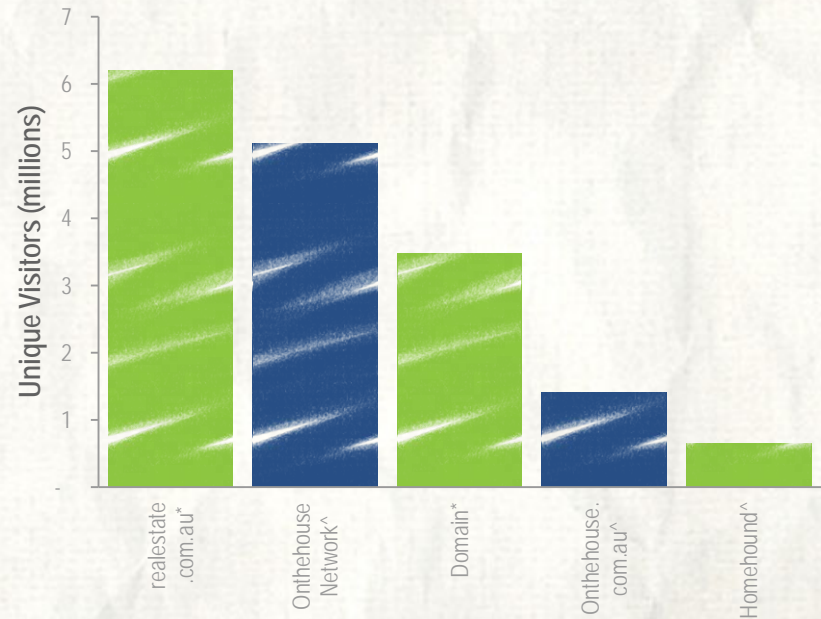
- #1 Consumer Property Data Portal
- #2 Real Estate Media Network with national reach
- Premium qualified audience
- Surpasses Domain on a national reach basis

Traffic Growth - Unique Visitors
www.onthehouse.com.au



Source: Google Analytics January 2014 - may include duplications

National Reach - Unique Visitors
Real Estate Media Network



Source: *Nielsen Market Intelligence - September 2013
^ Google Analytics - January 2014 - may include duplication

Momentum building monetisation of audience

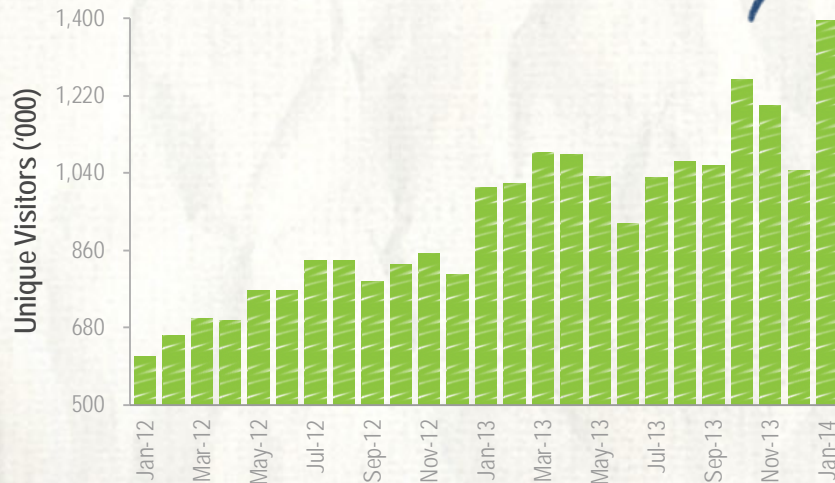
Sales revenue up 86%

- Increased media sales across banks, mortgage brokers, property developers and retail/home improvement
- 100% increase in media sales to retail and home improvement advertisers (now 8% of media sales)
- Strategic partnership with HiPages Group, Australia's largest network of trade professionals

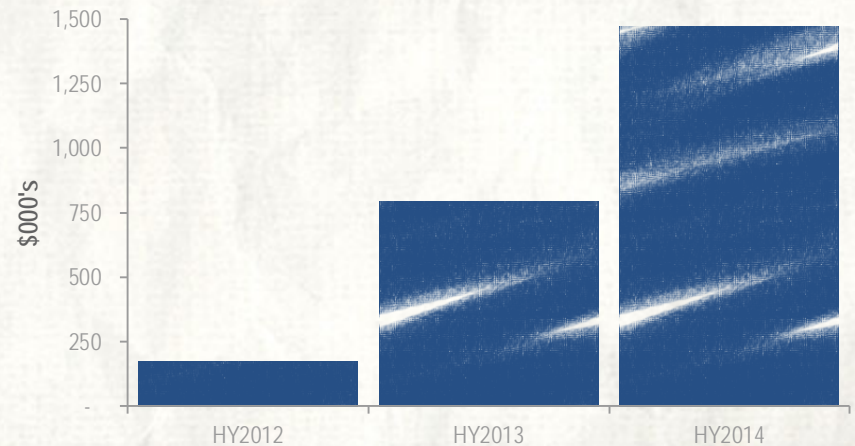
Traffic up 39% since Jan 2013

- 1.4 million unique visitors on onthefhouse.com.au
- No money has been spent on marketing...growth has all been organic word of mouth
- Over 5.0 million¹ unique visitors Onthefhouse Media Network

Traffic Growth - Unique Visitors
www.onthefhouse.com.au



Consumer Online Revenue Growth (financial half years)

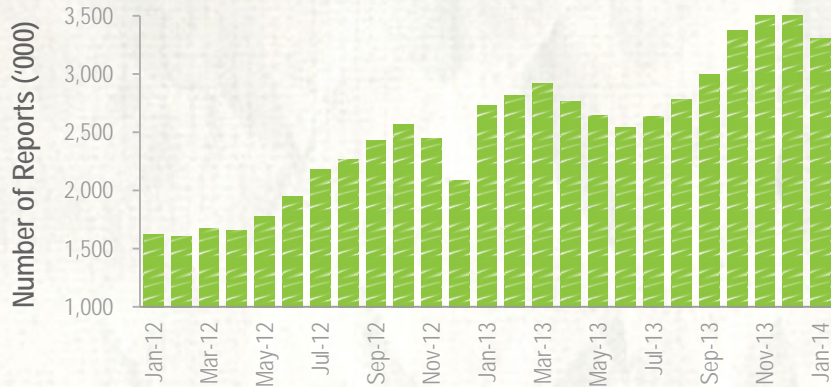


Source: Google Analytics January 2014 - may include duplications

Source: HY14 Financial statements for Onthefhouse Holdings Limited and management accounts

Content driven, highly mobile consumers

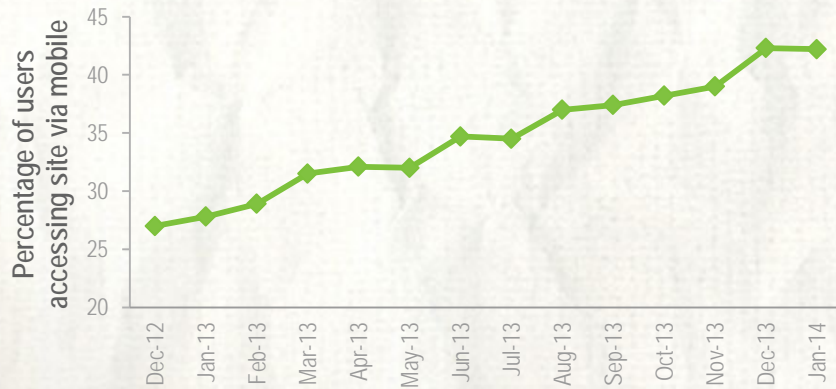
Highly Engaged Audience



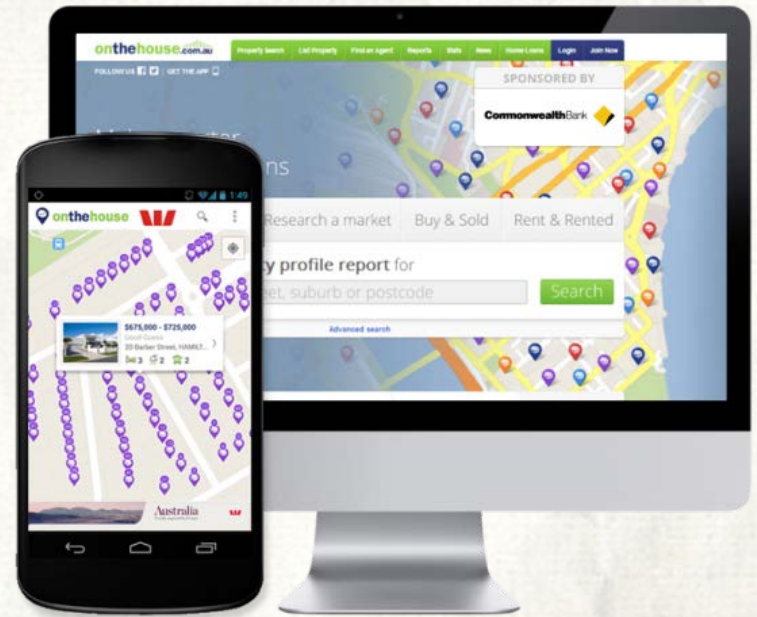
Source: onthehouse.com.au internal tracking- January 2014

- Over 36.2 million free reports generated by consumers in the last twelve months
- Mobile usage across onthehouse.com.au increased from 28% to over 42% in 2013

Mobile Usage – Onthehouse.com.au



Source: Google Analytics January 2014



OTH structure and strategy

OTH positioning

↪ Financials

Growth opportunities

Focused top line growth

| (\$'000) | HY14 | HY13 | Change |
|--------------------------------------|---------|---------|-------------|
| Sales revenue | 12,924 | 11,287 | +14% |
| - Real Estate Solutions | 11,449 | 10,493 | +9% |
| - Consumer Online | 1,475 | 795 | +86% |
| EBITDA | 2,968 | 3,534 | -16% |
| <i>EBITDA Margin</i> | 23% | 31% | |
| - Real Estate Solutions | 8,181 | 7,651 | +7% |
| <i>RESD Margin</i> | 71% | 73% | |
| - Consumer Online | (10) | 74 | NM |
| <i>COD Margin</i> | -1% | 9% | |
| - Unallocated income / (expenses) | (5,203) | (4,191) | NM |
| Underlying EBITDA¹ | 3,172 | 3,606 | -12% |
| Statutory NPAT | 587 | 730 | -20% |
| Normalised NPAT² | 1,665 | 1,655 | +1% |

Operational strategy continuing to drive top line growth

- Group sales revenue up 14% to \$12.9m
- RESD up 9% as we focus on our cross sell strategy, leveraging stable customer base
- Consumer Online up 86%, as scaling highly engaged audience is being monetised

Business investment to maximise long term advantage from first mover opportunity

- Underlying EBITDA down 12% to \$3.2m
- As expected, full six month impact of approx. 40% increase in workforce over 2H13

Normalised NPAT of \$1.7m

- After adjusting for non-cash amortisation of acquired software and data intangibles of \$1.1m (1H13: \$0.9m)

Historical Revenue and EBITDA



1. Adjusted for transaction costs incurred in respect of acquisitions of investments and potential investments.

2. NPAT adjusted for amortisation of acquired intangibles of \$1,077k HY14; \$925k HY13

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Strong cash flows funding business investment

| (\$'000) | HY14 | HY13 | Change |
|--------------------------------------|---------|---------|--------|
| Operating cash flow | 3,044 | 3,552 | -14% |
| Investing cash flows | (2,087) | (5,065) | -59% |
| - Investment in product | (1,681) | (1,024) | +64% |
| - Investment in infrastructure (net) | (406) | (437) | -7% |
| - Acquisitions | - | (3,604) | -100% |
| Financing cash flows | (779) | 1,553 | -50% |
| Net change in cash | 178 | 40 | +345% |
| Cash at beginning of period | 4,187 | 3,066 | +37% |
| Cash at end of period | 4,365 | 3,106 | +41% |

EBITDA cash conversion rate > 100%

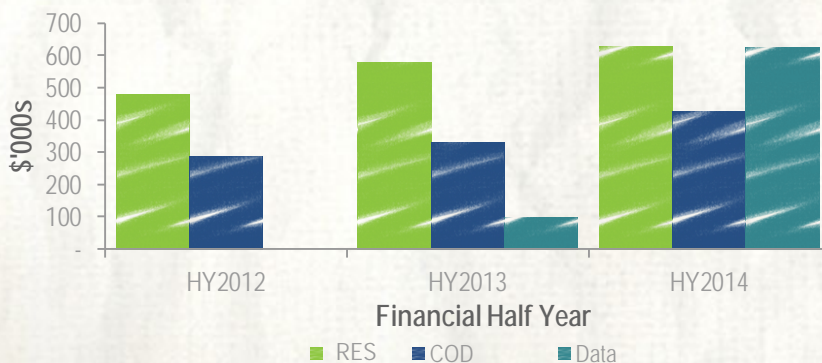
Strong operating cash flow of \$3.0m

- Decrease from HY13 reflects increased business investment
- Funded repayment of debt and increased business investment

Investing cash outflows down 59% to \$2.1m

- HY13 outflows reflective of acquisitions of \$3.6m
- Investment in product up 64% to \$1.7m

Investment in Product & Platform



Financing cash outflow of \$0.8m

- Repayment of \$0.92m acquisition related debt
- \$0.29m equipment facility drawn and subsequent repayment of \$0.14m

OTH structure and strategy

OTH positioning

Financials

↪ Growth opportunities

Integrated Model: Bundling RESD and COD

Bundled Real Estate office software & online subscription to existing base

- Property Management, Sales Management & Trust Accounting software (Console)
- Websites, Marketing Management + Adme (Portplus + REAN)
- Business Intelligence (dashboard)
- CRM
- Marketplace (listings & leads Onthecouse.com.au)
- Property Data (Residex + OTH Data platform)

Banks & Brokers

- Media
- Marketplace (Hybrid models - Cost per lead, cost per acquisition, revenue share on trail commissions)
- Property Data (AVM & Consumer Property Data)

Homeowner Marketplace

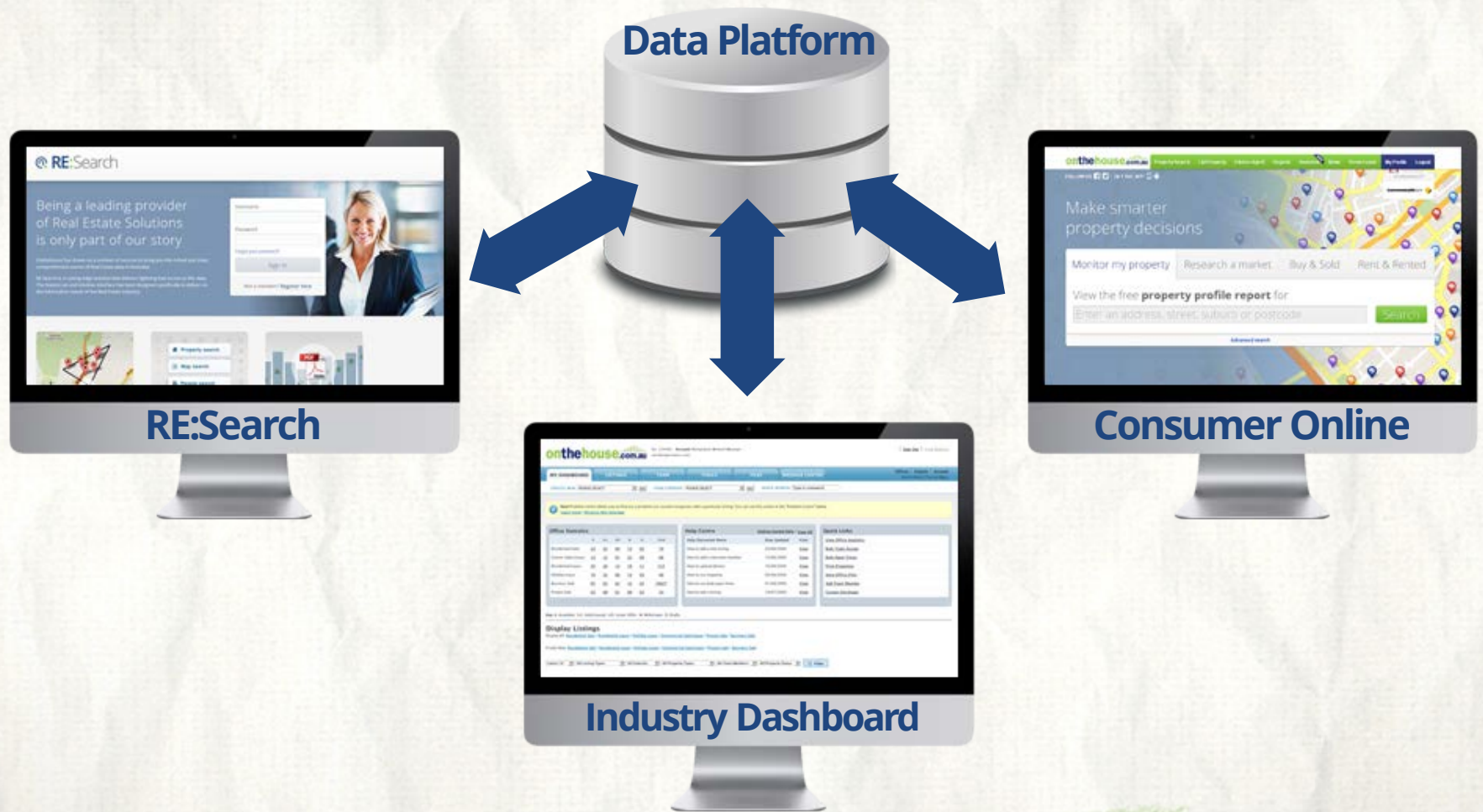
- Media
- Cost per lead
- Revenue share on sales
- Property Data

Target Market is enormous and fragmented

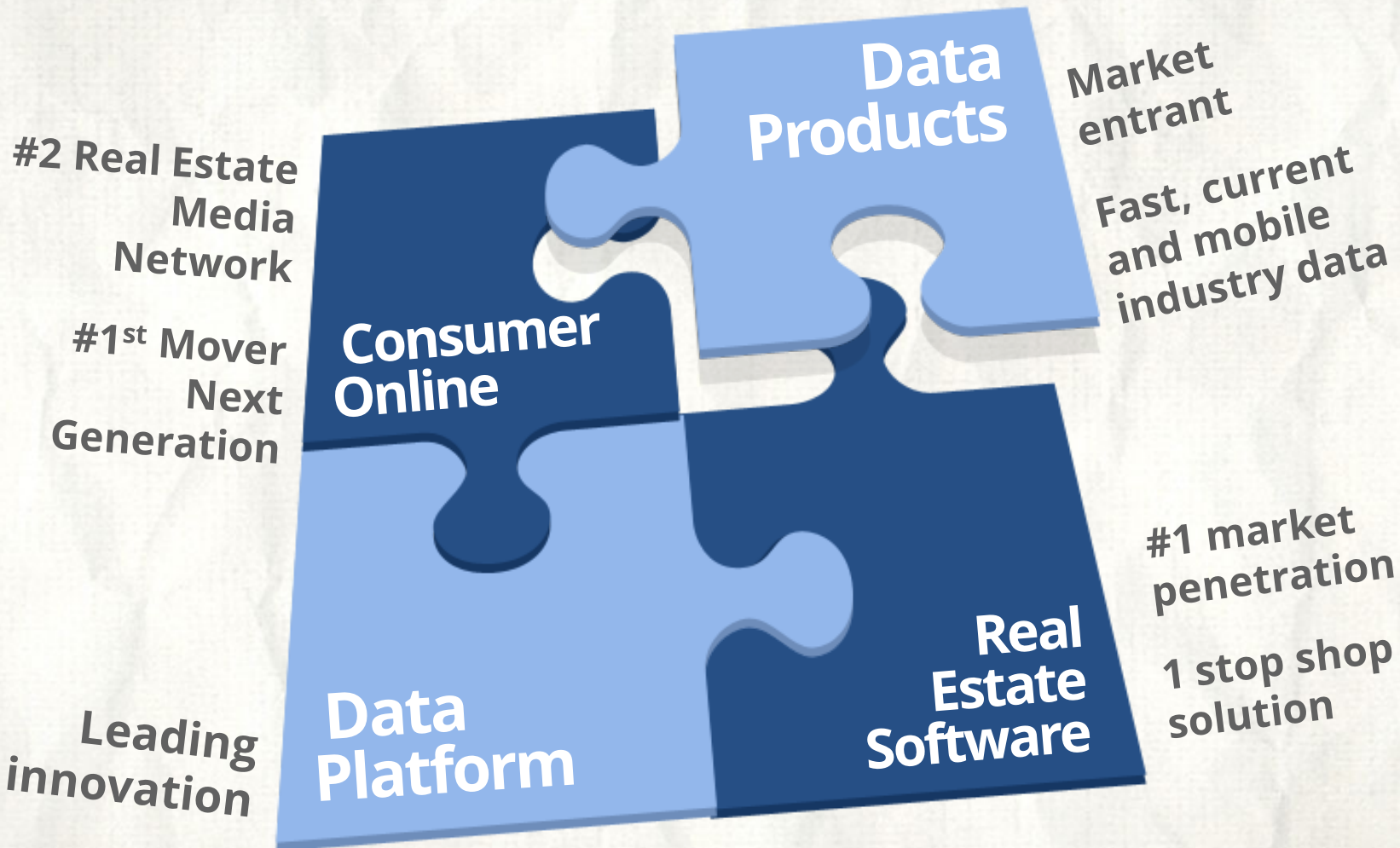


Source: IAB online Ad Expenditure
Report June 2013, PwC Outlook Australian Entertainment & Media 2012-2016,
Frost and Sullivans 2010 Report

Cutting edge data platform will drive growth



Why we are uniquely positioned to grow



The background is a dark blue color with a repeating pattern of white speech bubbles. A white arrow points from the left towards the word 'Questions'.

Questions

Appendices

Amortisation

The Group's accounts include substantial intangible amortisation charges which predominately arise from accounting for the acquisition of subsidiaries and the amortisation of internally developed software. The table below shows the expected ongoing amortisation in respect of the balance as at 31 December 2013

| \$'000s | 31 Dec 13 Carrying value | H2-FY14 | FY15 | FY16 | FY17 | FY18 | FY19 and beyond |
|---|--------------------------------|--------------|--------------|--------------|--------------|--------------|-----------------------|
| Data | | | | | | | |
| <i>Acquired</i> | 3,655 | 231 | 462 | 462 | 462 | 462 | 1,576 |
| <i>Developed</i> | 349 | 22 | 44 | 44 | 44 | 44 | 151 |
| Customer contracts and relationships | 8,657 | 815 | 1,629 | 1,345 | 1,315 | 1,315 | 2,238 |
| Goodwill | 43,267 | - | - | - | - | - | - |
| Software | | | | | | | |
| <i>Acquired</i> | 4,672 | 875 | 1,726 | 1,609 | 451 | 11 | - |
| <i>Developed</i> | 4,482 | 570 | 1,141 | 1,141 | 987 | 570 | 73 |
| Other intangibles | 440 | 12 | 25 | 25 | 25 | 25 | 328 |
| Total | 65,522 | 2,525 | 5,027 | 4,626 | 3,284 | 2,427 | 4,366 |

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FY13 financial performance

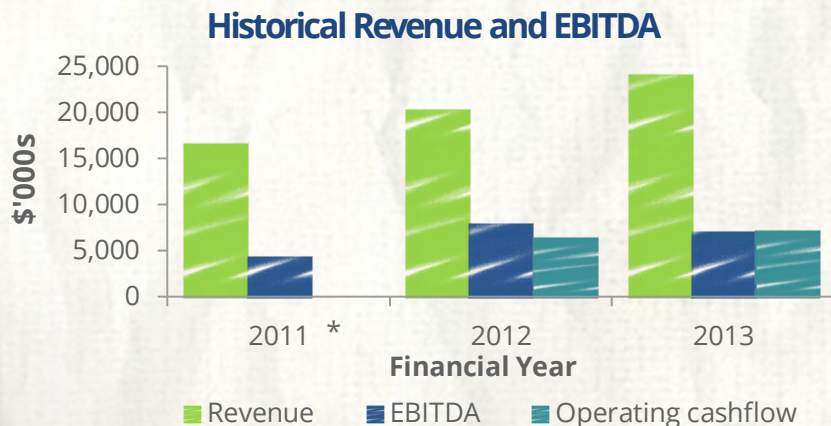
Operating revenue up 19%

- RES revenue increased by 14% with a relatively flat market share (whilst up-selling program scales)
- Consumer Online revenue increased by 115%, as it established its sales capability and continued to scale traffic

EBITDA down 11% to \$7.0m

- Re-investing to build capability (c40% increase in workforce) and use first mover advantage to own space and drive long term growth

NPAT of \$1.0m including non-cash amortisation of intangibles of \$5.3m



* Proforma results, no information available for cashflow

| (\$'000) | FY13 | FY12 | Change |
|--------------------------|--------|--------|--------------|
| Sales revenue | 24,100 | 20,283 | +19% |
| - Real Estate Solutions | 22,056 | 19,333 | +14% |
| - Consumer Online | 2,044 | 950 | +115% |
| EBITDA | 7,049 | 7,953 | -11% |
| Underlying EBITDA | 7,121 | 8,165 | -13% |
| NPAT | 1,008 | 2,141 | -53% |

| Division Performance | Revenue \$'000 | EBITDA \$'000 | Margin % |
|---------------------------------|----------------|---------------|-------------|
| 30 June 2013 | | | |
| Real Estate Solutions | 22,056 | 16,537 | +75% |
| Consumer Online | 2,044 | (275) | -13% |
| Unallocated income / (expenses) | | (9,213) | |
| Total | 24,100 | 7,049 | 29% |
| 30 June 2012 | | | |
| Real Estate Solutions | 19,333 | 13,111 | +68% |
| Consumer Online | 950 | 454 | +48% |
| Unallocated Income / (expenses) | | (5,612) | |
| Total | 20,283 | 7,953 | +39% |

FY13 cash flows

Strong operating cash flow of \$7.2m (up 13%) enabled the Group to:

- fund \$1.2m of REAN and Residex acquisitions
- repay \$1.7m of debt
- pay a \$0.5m dividend in November
- increase the Group's investment in product development - \$2.5m (up 53%)












Closing cash balance up 37% to \$4.2m

Positive net cash position at 30 June 2013

| (\$'000) | FY13 | FY12 | Change |
|-----------------------------|---------|---------|--------|
| Operating cashflow | 7,232 | 6,422 | +13% |
| Investing cashflows | (7,087) | (5,782) | +23% |
| Financing cashflows | 976 | 679 | +44% |
| Net change in cash | 1,121 | 1,319 | -15% |
| Cash at beginning of period | 3,066 | 1,747 | +76% |
| Cash at end of period | 4,187 | 3,066 | +37% |

| (\$'000) | FY13 | FY12 | Change |
|--------------------------|---------|---------|--------|
| Cash | 4,187 | 3,066 | +37% |
| Investments | - | 3,962 | -100% |
| Goodwill and intangibles | 66,287 | 59,618 | +11% |
| Total assets | 74,584 | 70,247 | +6% |
| Total borrowings | (3,842) | (2,331) | +65% |
| Total equity | 62,229 | 61,287 | +2% |

RESIDEX: Our products

| Product | Description | Product | Description |
|---|--|---|---|
|  GatewayLive | The market leader in back-office administration software. Full property management trust accounting as well as an integrated CRM and sales module. |  WebChoice | An online software solution that provides CRM capable, full featured template websites to real estate agencies. |
|  Console  LiveAgent Inspections | Our mobile application (phone and tablet) that allows a property manager to inspect properties on the go. Fully integrated to Gateway. |  portplus  CLIENT MANAGER | Our full featured CRM that allows agents to build and manage their database of clients. It includes marketing automation and lead nurturing functionality tailored to the real estate industry. |
|  OnlineAgent | Landlord web portal which integrates into Gateway and it's databases, and allows Landlords to monitor their properties 24/7. Like internet banking for your investment property. |  MobileAgent | Our mobile application which allows real estate agents to manage their website and CRM on the go. It also includes an integrated appraisal and listing presentation feature. |
|  AdMe | Unique service allowing real estate agencies to serve banners via their Webchoice website and eNewsletters to generate revenue from advertisers managed by the Real Estate Ad Network. |  RESIDEX <small>Leaders In Real Estate Information</small> | Real estate and property data business utilising industry leading algorithms to produce Automated Valuations and property content used by some of Australia's leading banks and financial institutions. |
| | |  RE:Search | Ground breaking online data platform to allow real estate agents to access a live feed of property information as well as geo-spatial territory analysis and branded Comparative Market Analysis reports. |

COD: Our products

Product

Description



Media sales agency specialised in managing, growing and monetising an Ad Network within the real estate industry.

Product

Description



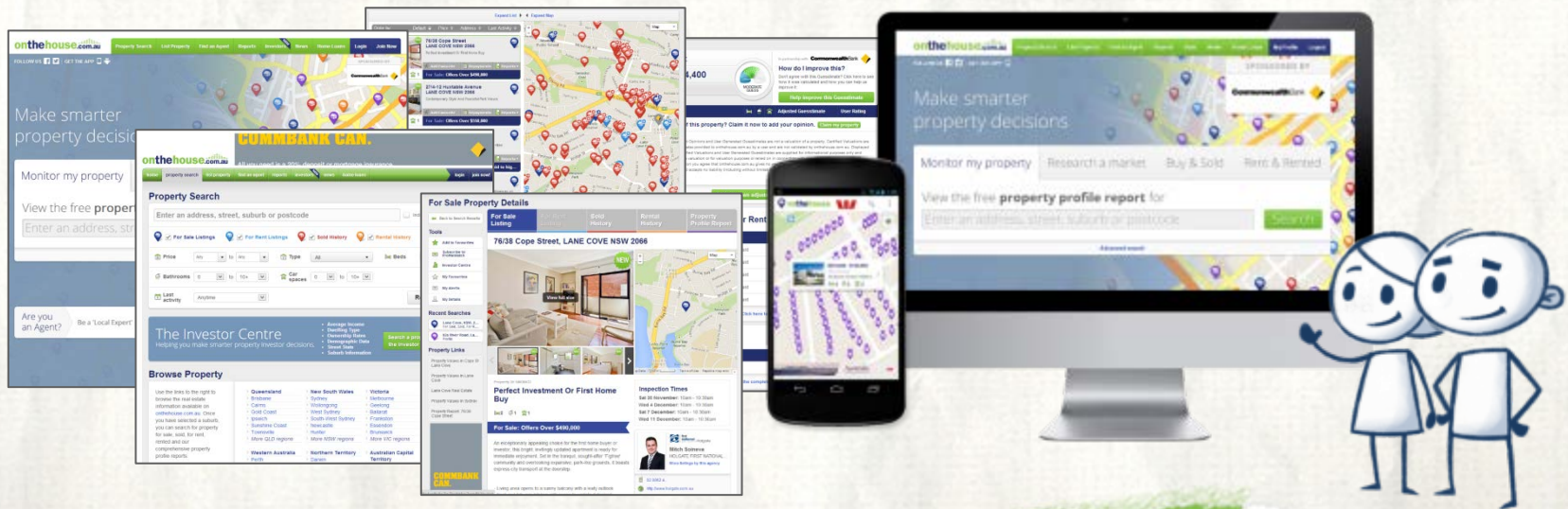
An easy to use app to research what a property is worth. Search over 13.5 million addresses to see our current Guesstimate and previous sales history.



2nd Generation online Property Portal developed to create a real estate marketplace by empowering consumers with free property data for every address in Australia.



Property Alert service open to members of the Onthehouse website.



Re:Search ready to launch

The image displays two screenshots of the RE:Search website. The top screenshot shows the login page with the RE:Search logo, a navigation bar, and a central text area stating: "Being a leading provider of Real Estate Solutions is only part of our story". Below this, it mentions that Onthehouse has drawn on a number of sources to bring the richest and most comprehensive source of Real Estate data in Australia. The RE-Search is described as a cutting edge solution that delivers lightning fast access to this data. A login form is visible with fields for Username (user@onthehouse.com.au) and Password (*****), along with a "Sign in" button and a "Not a member? Register here" link. A woman in a business suit is shown in the background. The bottom screenshot shows the "Map search" interface. It features a map of Brisbane with several property markers. A table below the map lists search results with columns for Address, Bed, Bath, Car, Last Sale Price, Last Sale Date, and Land Size. The table contains six rows of data.

| Address | Bed | Bath | Car | Last Sale Price | Last Sale Date | Land Size |
|---|-----|------|-----|-----------------|----------------|-----------|
| 4133/73 Mary St, Brisbane City, QLD 4000 | - | - | - | \$780,000 | 16 Jan 2014 | - |
| 707/70 Mary St, Brisbane City, QLD 4000 | 1 | 1 | 0 | \$340,000 | 15 Jan 2014 | - |
| 1183/73 Mary St, Brisbane City, QLD 4000 | - | - | - | \$340,000 | 5 Jan 2014 | - |
| 2703/108 Albert St, Brisbane City, QLD 4000 | - | - | - | \$483,000 | 16 Dec 2013 | - |
| 1183/108 Albert St, Brisbane City, QLD 4000 | 2 | 2 | 1 | \$442,000 | 10 Dec 2013 | 830 sq |
| 1025 Mary St, Brisbane City, QLD 4000 | - | - | - | \$1,008,000 | 6 Dec 2013 | - |

RE:Search data product launch imminent

- Successful beta testing with real estate agents complete
- Initial launch in NSW, QLD and ACT
- Disruptive SEQ campaign focus
- Expected to accelerate cross selling strategy and enhance relationships with existing customers

Real estate data market consolidated

- RP Data
- Fairfax
- OTH

Board of Directors

Gail Pemberton
Chairman



- Over 35 years' experience in financial services and technology sectors, at the Chief Executive Officer, Chief Operating Officer and Chief Information Officer level
- Gail is currently a director of QIC, PayPal Australia, Baycorp, UXC, Chair of SIRCA and Onevue

Michael Fredericks
Managing Director & CEO



- Founder of onthehouse – 7 years driving the onthehouse business
- 15 years experience as an intellectual property and technology lawyer and previously the partner in charge of HWL Ebsworth Brisbane Corporate Division

Warwick Face
Non-Executive Director



- Currently the Partner in charge of the Transaction Services Practice of Pitcher Partners Brisbane (formerly Johnston Rorke)
- Over 20 years broad ranged professional and commercial experience and previously the CFO of RP Data Ltd

Tony Scotton
Non-Executive Director



- Extensive experience in manufacturing, distribution and technology enabled services businesses
- Significant M&A experience having managed over 20 acquisitions and joint ventures and previously the Chief Executive Officer and Director of SAI Global Limited

Management team

Sue Whidborne
CFO



- 25 years of experience in finance and accounting in commerce and public practice
- 10 years experience in software industry, primarily with Mincom

Chris Meehan
COO



- 13 years real estate and online property experience as the first General Manager of domain.com.au (2000 to 2006) and Elders Real Estate NSW Franchise Manager (1993-2000)
- 7 Years CEO & COO experience at ASX listed digital and media companies: Digital Performance Group (DIG) and travel.com.au (TVL)

Beth O'Brien
CRO



- 6 Year Real Estate experience & Founder of The Real Estate Ad Network (Australia & US)
- 14 Year Media/Digital Partner Development experience with Optus, NineMsn, News Ltd, Macquarie Media

Arun Thenabadu
CTO



- 6 Years Online Solutions experience at Seek.com.au
- 7 Years Online Solutions experience and development at various online service businesses

Ian Campbell
CPO



- 8 Years Real Estate Industry experience with Ray White
- 6 Years Business Analysis experience

Andy Antonini
CMO



- 2 Years Real Estate experience at LJ Hooker
- 15 Years CRM, Digital & Marketing Strategy experience at Ogilvy & Mather and Wunderman

Punit Kumar
Data & Analytics Director



- 9 Years of experience in various data analysis roles with HCF, NRMA, Commonwealth Bank and BT Financial Group
- 4 Years of leadership experience within the retail banking and wealth management industries

Disclaimer

Some of the information contained in this presentation contains “forward-looking statements” which may not directly or exclusively relate to historical facts. These forward-looking statements reflect Onthehouse Holdings Limited’s current intentions, plans, expectations, assumptions and beliefs about future events and are subject to risks, uncertainties and other factors, many of which are outside the control of Onthehouse Holdings Limited.

Important factors that could cause actual results to differ materially from the expectations expressed or implied in the forward-looking statements include known and unknown risks. Because actual results could differ materially from Onthehouse Holdings Limited’s current intentions, plans, expectations, assumptions and beliefs about the future, you are urged to view all forward-looking statements contained herein with caution.