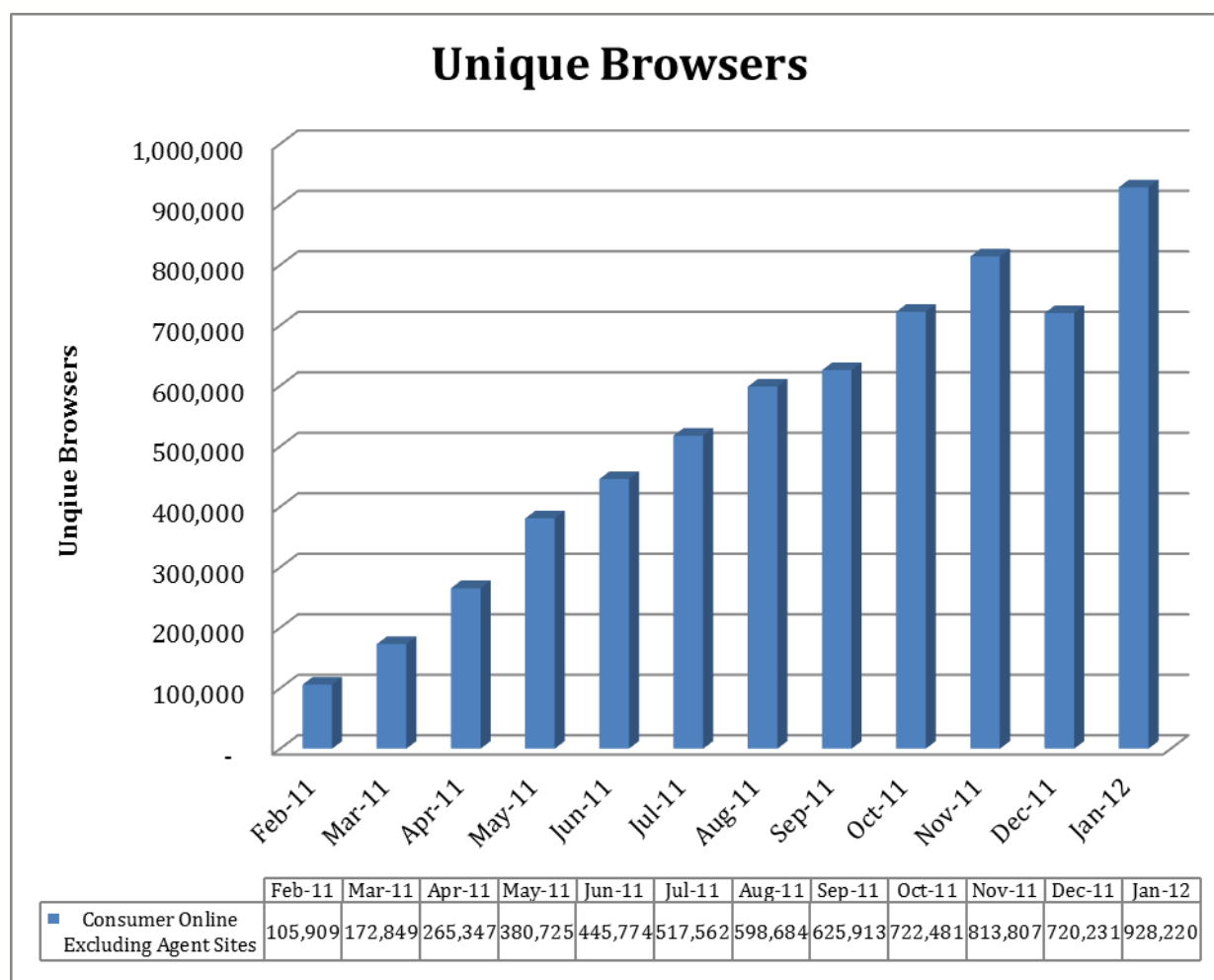


## ASX RELEASE

### onthehouse traffic levels increase 29% in January

**Monday 6 February 2012** - Onthehouse Holdings Limited (**ASX: OTH**) is pleased to announce continuing strong traffic growth to the Onthehouse Consumer Online Division during the month of January.

Whilst online real estate traffic is traditionally challenging over the December / January holiday period, growth of the Onthehouse Consumer Online Division\* continued to scale during this period, with January traffic at over 920,000<sup>^</sup> unique visitors. This represents a 14% increase since our last market update based on November's figures and a 29% increase on December's figure of over 720,000<sup>^</sup>.



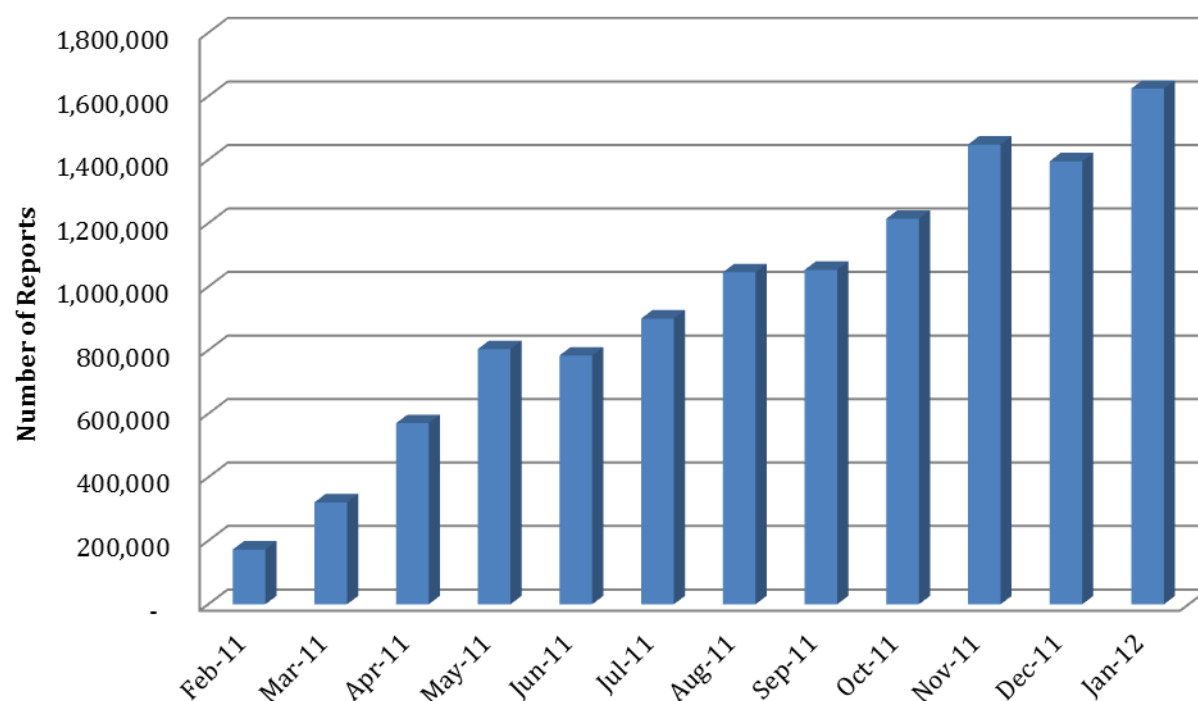
Members of Onthehouse Holdings Ltd.



Onthehouse CEO and Managing Director said, “The continuation of our aggressive organic growth in our consumer online division over the holiday period is very pleasing. With the recent launch of our mobile product and traditionally more active real estate search enquiry during the months of February and March, we are confident of continuing this growth story.”

Mr Fredericks added, “Audience engagement with our unique content is also continuing to experience significant growth. For instance, the number of reports generated on the portal exceeded 1.6 million in January 2012<sup>#</sup>, representing 10.8% growth from November and 16.4% growth from December. Strong word of mouth growth in the New South Wales market has scaled to such an extent that this region has surpassed Queensland as our largest audience.”

## Reports Generated



	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12
■ Reports	172,519	321,156	570,581	803,786	783,753	899,971	1,045,76	1,053,22	1,214,54	1,448,11	1,395,27	1,624,17

\* Consumer Online Division excluding agent sites

^ Traffic source: Google Analytics.

# Report source: Company Data

**ENDS**

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### About Onthehouse Holdings Limited

Onthehouse Holdings Limited (ASX: OTH) is an ASX listed Australian online real estate content and services platform across Australasia. The Company has three operating divisions.

The Consumer Online Division is a platform of publicly available real estate websites underpinned by [www.onthehouse.com.au](http://www.onthehouse.com.au), providing free access to an extensive database of real estate content and property values on most properties in Australia, including traditional real estate online classified listings. The website is comparable to successful offerings in the US (Zillow) and UK (Zoopla) and has very quickly become the third largest online real estate portal in Australia. The Consumer Online Division currently attracts more than 1.3 million unique browsers per month across its real estate platform (including agent sites).

The Real Estate Agency Solutions Division is a platform providing trust accounting solutions (sales and rental), office administration, property sales and management applications and other business performance tools for real estate agents adding to and utilising Onthehouse's extensive database.

The Information and Analytics Services Division leverages the Onthehouse and Residex extensive proprietary database of real-time and historical property information and technology to provide customised data and reports to the Australian real estate industry and related industries.

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