

## **ASX/MEDIA RELEASE**

### **GoHome.com.hk extends leadership in Hong Kong. Finally cracking 10 year Agency franchise ban on property portal advertising**

**HONG KONG, October 5, 2012** – GoHome.com.hk, the leading property portal in Hong Kong and part of the iProperty Group (ASX: IPP) owner of Asia's No. 1 network of property portal sites in Malaysia, Hong Kong and Macau, Indonesia and Singapore, today announced that it has cemented its market leadership in the country with the announcement of an advertising partnership with one of Hong Kong's 'Big 4' Real Estate Franchise Groups. The agreement is said to break a 10 year ban that Hong Kong franchise groups had in place which prevents advertising on property portals.

Shaun Di Gregorio, Chief Executive Officer of the iProperty Group, said, "The partnership marks a significant milestone for GoHome.com.hk and clearly validates GoHome.com.hk's leadership position in Hong Kong. It also demonstrates that GoHome.com.hk has become the preferred marketing partner for property developers and agencies in the country".

He added that the partnership also breaks open a 10 year ban that had been in place by the large franchise groups on property portal advertising.

"Naturally we are thrilled at this achievement and we look forward to working even more closely with other industry leaders in the future. The partnership extends our leadership position in Hong Kong and goes to our Group level strategy of focusing on achieving market leadership in the countries we operate", said Di Gregorio

Di Gregorio also added that the iProperty Group will continue to focus on providing innovative advertising solutions to customers, designed to build awareness and of course generate leads. At the same time the Group will remain committed to creating the best possible consumer experience for those who are searching for property in Hong Kong and across the Asian region.

"Property developers and property agencies in Hong Kong are increasingly tapping into the great potential that our online solutions offer them. With more than 1 million visits last month on GoHome.com.hk, it is now the preferred partner of the property industry. This status has been built on a proven track record, deep knowledge of the market place and innovative products and services for our customers and consumers alike" Di Gregorio added.

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**About iProperty Group Limited** ([www.iproperty-group.com](http://www.iproperty-group.com))

Listed on the Australian Securities Exchange, the iProperty Group (ASX:IPP) owns and operates Asia's No.1 network of property websites under the iProperty.com umbrella brand.

Headquartered in Kuala Lumpur, Malaysia, the Company is focused on developing and operating leading property portals with other complementary offerings in Asian markets. It currently operates market leading property portals in Malaysia, Hong Kong, Macau, Indonesia and Singapore, and has investments in India and Philippines. With further expansion planned, the iProperty Group is continuously working to capitalise on its market-leading positions and the rapidly growing online property advertising market throughout the region.

Along with 18 property websites across the region, the Group's portfolio also includes the first comprehensive regional commercial property website, CommercialAsia.com, as well as a regional property exhibition business and monthly property magazines in Malaysia and Indonesia.

iProperty Group Network of websites:

- Malaysia: [iProperty.com.my](http://iProperty.com.my)
- Indonesia: [rumah123.com](http://rumah123.com) and [rumahdanproperti.com](http://rumahdanproperti.com)
- Hong Kong: [GoHome.com.hk](http://GoHome.com.hk)
- Macau: [vProperty.com](http://vProperty.com)
- Singapore: [iProperty.com.sg](http://iProperty.com.sg)
- Commercial: [CommercialAsia.com](http://CommercialAsia.com)
- India: [in.iProperty.com](http://in.iProperty.com)
- Philippines: [iProperty.com.ph](http://iProperty.com.ph)
- Events: [expo.iproperty.com](http://expo.iproperty.com)
- Luxury: [iLuxuryasia.com](http://iLuxuryasia.com)