

ASX/MEDIA RELEASE

iProperty Group upgrades senior management team with key 'C' level executive appointments

Thursday August 16th – iProperty Group Ltd (ASX: IPP), the owner of Asia's No. 1 network of property portal sites under the iProperty brand (www.iproperty.com), today announced that it had made two key 'C' level executive appointments aimed at driving continued growth in the business. Paul Whiteway has been appointed as Chief Operating Officer for the Group, having previously held senior management roles at Yahoo! Southeast Asia and Microsoft in the UK as well as being an Entrepreneur In Residence at INSEAD in Singapore. Becky Leng has been appointed as Chief Marketing Officer for the Group, having previously been Director of Marketing and Portal Management at SingTel International Group and prior to that Head of Interactive Media at Maxis Malaysia.

Both Paul and Becky bring with them an outstanding track record of achievement in the internet industry having operated in multiple countries across the Asian region and will add skill and experience in the crucial value creating areas of business execution and marketing with a focus on consumer engagement.

"We are very pleased to be upgrading the Senior Management team with the calibre of individuals in Paul and Becky. They are both experienced and successful internet executives who have been responsible for significant success stories in the region and their capabilities are world class" commented iProperty Group CEO, Shaun Di Gregorio.

"As a business we recognize that execution excellence of our country based strategies will be a key to our future success and driving continued growth, and that's where Paul's experience is highly regarded. In conjunction with this we also know that the consumer experience and consumer engagement will be increasingly important in each of our markets and Becky's expertise will help drive this focus across the iProperty Group" Di Gregorio commented.

"Attracting talent like Paul and Becky also highlights the growing reputation of the iProperty Group as a dynamic business in the region and reflects our market leadership position. Our focus on providing consumers with the best possible experience when searching for property coupled with our commitment to driving leads to our advertisers continues to be the drivers of our success" added Di Gregorio

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About iProperty Group Limited (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
- Indonesia: rumah123.com and rumahdanproperti.com
- Hong Kong: GoHome.com.hk
- Macau: vProperty.com
- Singapore: iProperty.com.sg
- Commercial: CommercialAsia.com
- India: in.iProperty.com
- Philippines: iProperty.com.ph
- Events: expo.iproperty.com
- Luxury: iLuxuryasia.com