

28 April 2016

## BUYMYPLACE BUCKS CURRENT REAL ESTATE TRENDS AND ACHIEVES RECORD QUARTER

ASX: BMP

**Issued Capital:**

28.736M Fully Paid Shares  
26.407M Fully Paid Shares –  
subject to escrow  
14.63M Options (Unlisted)  
14.63M Performance  
rights (Unlisted)

Paul Heath  
*CEO*

Matthew Driscoll  
*Chairman*

Cameron Fisher  
*Executive Director*

Peter Butters  
*Non-Executive Director*

Robert Kipp  
*Non-Executive Director*

Paul Spottiswood  
*Non-Executive Director*

Leah Watson  
*Company Secretary*

Registered office:  
294 Kings Way  
South Melbourne VIC 3205

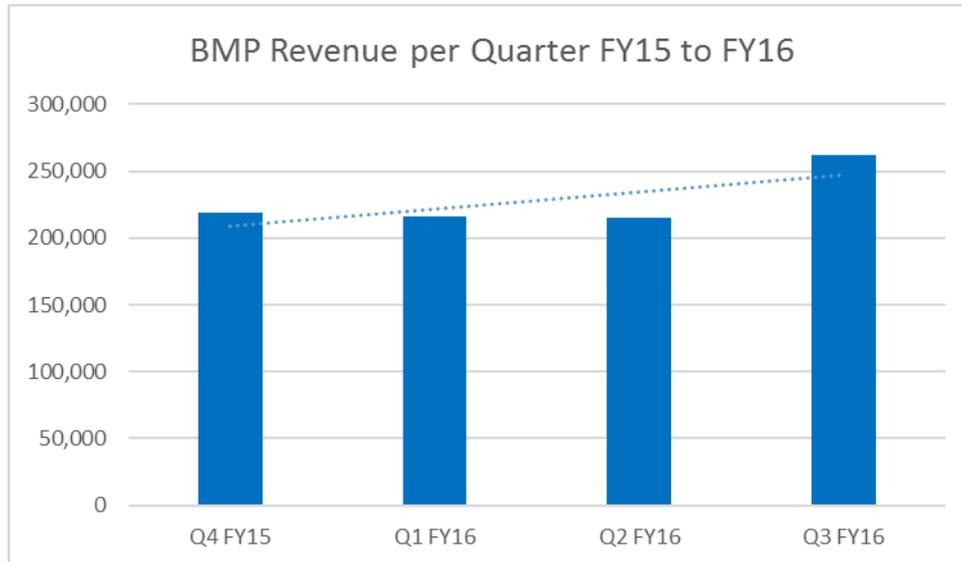
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[www.buyMyplace.com.au](http://www.buyMyplace.com.au)

### Highlights

- Completion of \$4 million capital raising and successful listing on ASX
- BuyMyPlace transformed from a private company to a well-capitalised ASX-listed company with resources to grow the business quickly and deliver shareholder value
- Highest quarter ever in Listings
- Listings increased nationally by 30% with strong growth rates in NSW and Sydney in particular
- Q3 revenue highest in 5 years at \$262,000, up 18% on prior quarter. Record February and March
- Gross Profit up 25%
- Website unique visitor traffic up 35% on prior quarter
- Successful test marketing campaign in WA and Qld to be rolled out nationally
- Significant improvement made to the Web Site improving User Experience

Commission free real estate company buyMyPlace has achieved record sales listings and substantial revenue growth in the last quarter despite the slowing property market.



While traditional real estate agencies have recorded weaker than expected results, the recently listed tech disruptor, buymyplace.com.au has had its largest quarterly revenue in five years, up 18 per cent on the prior quarter, and has recorded gross profit up by 25 per cent on prior quarter.

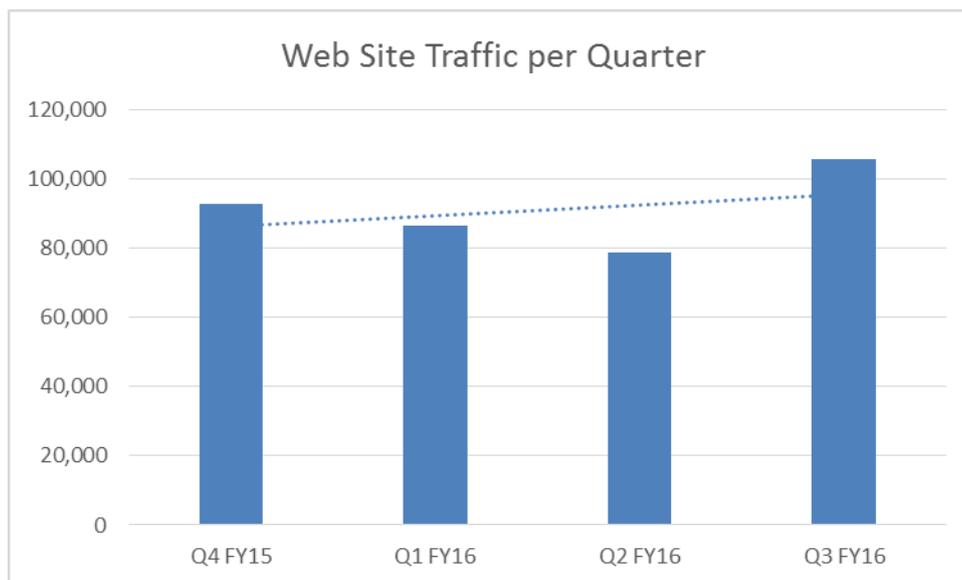
Coupled with strong financials and contrary to the traditional real estate industry's experience, buyMyPlace has experienced a significant surge in property listings with February and March 2016 being the largest in the company's seven-year history.

buyMyPlace CEO Paul Heath explains: "It has been a fantastic start to 2016 for us, with the best quarterly financial results for five years, coupled with the highest number of property listings we've ever seen. The business is tracking well against internal projections and, with all things following their current trajectory, we expect these results to continue to be strong going forward."

"We are very pleased to see the strength and growth of this business, particularly as the real estate market has started to slow down in some states. Listings increased 31% nationally with strong growth rates in NSW and Sydney, in particular.

Says Heath: "Disruptive businesses such as BuyMyPlace tend not to be affected by normal market trends as, by definition, they are operating 'against established trends, practices and business models'. Where traditional real estate businesses may be reporting a slow down or decline in Q3, we have seen continuing growth since we expanded our marketing activity in February and this has continued in April."

As well as positive financial results which buck the downward trend experienced by some traditional real estate agencies, buyMyPlace has recorded a 35 per cent growth in unique visitor traffic to the web site through a targeted test marketing campaign in Queensland and Western Australia that is subsequently being rolled out nationally. Web traffic and consequently revenues are set to grow even further with an expansion of online marketing activity from this month



buyMyPlace has continued to expand its listings by adding three new sales packages to its product portfolio and focusing on the value each package provides vendors, ultimately saving them an average of over \$15,000 in real estate commissions and fees - based on the sale of the average \$600,000 property.

The more the property is worth, the more the vendor will save. Based on median dwelling prices in capital cities, vendors can save \$23,000 in Sydney, \$17,500 in Melbourne, \$15,800 in Brisbane and \$19,000 in Perth.

buyMyplace has completed a successful capital raising and listing on ASX, with more than \$4m raised from a range of sophisticated investors. "We are delighted with the progress the company has made through Q3, transforming buyMyPlace from a small private company with limited capital, marketing and digital resources, to a well capitalised ASX listed company able to invest in improving its value proposition, customer experience and achieving its growth objectives plus value to shareholders" says Heath.

"We continue to see strong growth in our business in April and are confident this will continue throughout Q4. Looking forward, our plans include expanding our online marketing activity, a national roll out of our TV campaign, and continuing expansion of our products and services to property vendors who wish to save thousands in real estate commissions and fees by selling their property themselves," he concludes.

**Note:** the above statistics and statements regarding performance are in relation to the BuyMyHome trading entity and not the Consolidated Entity.

-Ends-

**For further information or to arrange an interview:**

Paul Heath  
CEO buyMyplace.com.au  
Tel: 1300 289 697  
Mob: 0404 892 222

## **About buyMyplace.com.au**

BuyMyPlace, is an online real estate company enabling Australians to sell their homes without paying fees and commissions to real estate agents. The company was established to capitalise on an anticipated trend in the Australian property market of selling homes privately online, mirroring the adoption of this practice in the US, Canada and Europe. The business model has been validated with over 2,800 customers having sold their own properties using BuyMyPlace since 2009. BuyMyPlace generates revenues and profits by charging an up-front listing fixed fee, which incorporates a margin on the services it provides to the vendor.

BuyMyPlace holds real estate licenses in every state of Australia and customers can choose from four packages providing an automatic listing on major property portals realestate.com.au and Domain, a 'for sale' signboard, brochure ware plus unlimited free online and telephone support until sold. A range of additional products and services is also available, including professional photography, negotiation support, auctioneers, featured listings on the major property portals and expert advice from our team of real estate professionals.

# Appendix 4C

## Quarterly report for entities admitted on the basis of commitments

Introduced 31/03/00 Amended 30/09/01, 24/10/05, 17/12/10

Name of entity

buyMyplace.com.au Limited

ABN

68 132 204 561

Quarter ended ("current quarter")

31 March 2016

### Consolidated statement of cash flows

Cash flows related to operating activities	Current quarter \$A'000	Year to date (9 months) \$A'000
1.1 Receipts from customers	288	776
1.2 Payments for		
(a) staff costs	73	166
(b) advertising and marketing	172	288
(c) research and development	-	-
(d) leased assets	12	12
(e) other working capital	225	230
1.3 Dividends received	-	-
1.4 Interest and other items of a similar nature received	1	2
1.5 Interest and other costs of finance paid	-	1
1.6 Income taxes paid	-	-
1.7 Other (provide details if material)		
(a) Cost of sales	71	199
(b) Accounting and audit fee	23	81
(c) Administration fee	2	143
(d) Legal and compliance (incl. ASX)	89	139
<b>Net operating cash flows</b>	<b>(378)</b>	<b>(481)</b>

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**Appendix 4C**  
**Quarterly report for entities**  
**admitted on the basis of commitments**

	Current quarter \$A'000	Year to date (9 months) \$A'000
1.8 Net operating cash flows (carried forward)	(378)	(481)
<b>1.9 Cash flows related to investing activities</b>		
Payment for acquisition of:		
(a) businesses, cash acquired (item 5)	4,017	4,017
(b) equity investments		
(c) intellectual property		
(d) physical non-current assets		
(e) other non-current assets	(20)	(20)
<b>1.10 Proceeds from disposal of:</b>		
(a) businesses (item 5)		
(b) equity investments		
(c) intellectual property		
(d) physical non-current assets		
(e) other non-current assets		
1.11 Loans to other entities		
1.12 Loans repaid by other entities		
1.13 Other (provide details if material)		
<b>Net investing cash flows</b>	<b>3,997</b>	<b>3,997</b>
<b>1.14 Total operating and investing cash flows</b>	<b>3,619</b>	<b>3,516</b>
<b>Cash flows related to financing activities</b>		
1.15 Proceeds from issues of shares, options, etc.	-	-
1.16 Proceeds from sale of forfeited shares		
1.17 Proceeds from borrowings		
1.18 Repayment of borrowings		
1.19 Dividends paid		
1.20 Other (provide details if material)		
(a) Payment of share issue costs	(258)	(258)
<b>Net financing cash flows</b>	<b>(258)</b>	<b>(258)</b>
<b>Net increase (decrease) in cash held</b>	<b>3,361</b>	<b>3,258</b>
1.21 Cash at beginning of quarter/year to date	162	265
1.22 Exchange rate adjustments to item 1.20		
<b>1.23 Cash at end of quarter</b>	<b>3,523</b>	<b>3,523</b>

**Notes:**

On 29 February 2016, buyMyplace.com.au Limited (formerly Killara Resources Limited) acquired 100% of the ordinary share capital and voting right of BuyMyHome Pty Ltd as detailed in the Prospectus dated 21 December 2015. This is treated as a reverse acquisition under AASB 3 Business Combination whereby BuyMyHome Pty Ltd is treated as the accounting acquirer and buyMyplace.com.au Limited is the accounting acquiree. As a result, the Statement of Cash Flow comprises the cash transactions for BuyMyHome Pty Ltd for the full quarter and year to date periods and the cash transactions of

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buyMyplace.com.au Limited from the date of acquisition, being 29 February 2016, to the period end of 31 March 2016.

**Payments to directors of the entity and associates of the directors**

**Payments to related entities of the entity and associates of the related entities**

		Current quarter \$A'000
1.24	Aggregate amount of payments to the parties included in item 1.2	26
1.25	Aggregate amount of loans to the parties included in item 1.11	-
1.26	<p>Explanation necessary for an understanding of the transactions</p> <div style="border: 1px solid black; padding: 5px; min-height: 50px;">                     Directors fees.                 </div>	

**Non-cash financing and investing activities**

2.1 Details of financing and investing transactions which have had a material effect on consolidated assets and liabilities but did not involve cash flows

- (a) The acquisition of BuyMyHome Pty Ltd by buyMyplace.com.au Limited is accounted for under AASB 2 Share Based Payments whereby the non-cash consideration in a reverse acquisition is deemed to be the fair value of the deemed issue of shares by the legal acquiree (BuyMyHome Pty Ltd) equivalent to the current shareholders interest in the legal acquirer (buyMyplace.com.au Limited) post the acquisition. The consideration net of cash acquired is reported in the Statement of Cash Flows as positive \$4,017,000 in item 1.9(a), being the cash held by buyMyplace.com.au Limited as at the date of acquisition.
- (b) Issue of 600,000 shares in part payment of a loan owed to a director.
- (c) Issue of 625,000 shares for share issue costs.

2.2 Details of outlays made by other entities to establish or increase their share in businesses in which the reporting entity has an interest

N/A

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**Appendix 4C**  
**Quarterly report for entities**  
**admitted on the basis of commitments**

**Financing facilities available**

*Add notes as necessary for an understanding of the position.*

	Amount available \$A'000	Amount used \$A'000
3.1 Loan facilities	N/A	N/A
3.2 Credit standby arrangements	N/A	N/A

**Reconciliation of cash**

Reconciliation of cash at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts is as follows.	Current quarter \$A'000	Previous quarter \$A'000
4.1 Cash on hand and at bank	3,523	162
4.2 Deposits at call	-	-
4.3 Bank overdraft	-	-
4.4 Other (provide details)	-	-
<b>Total: cash at end of quarter (item 1.23)</b>	<b>3,523</b>	<b>162</b>

**Acquisitions and disposals of business entities**

	Acquisitions (Item 1.9(a))	Disposals (Item 1.10(a))
5.1 Name of entity	buyMyplace.com.au Limited	
5.2 Place of incorporation or registration	Australia	
5.3 Consideration for acquisition or disposal	1,532,422 <Note>	
5.4 Total net assets	(2,305,403)	
5.5 Nature of business	Holding company	

**Notes:** The fair value of the equity of accounting acquiree, being buyMyplace.com.au Limited, has been used to measure consideration transferred because the value of equity interests of buyMyplace.com.au Limited are more reliably measurable than the value of the equity interest of the accounting acquirer, being BuyMyHome Pty Ltd.

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## Compliance statement

- 1 This statement has been prepared under accounting policies which comply with accounting standards as defined in the Corporations Act.
- 2 This statement does give a true and fair view of the matters disclosed.

Sign here: ..... Date: ....28 April 2016.....  
(Company secretary)

Print name: .....Leah Watson.....

## Notes

1. The quarterly report provides a basis for informing the market how the entity's activities have been financed for the past quarter and the effect on its cash position. An entity wanting to disclose additional information is encouraged to do so, in a note or notes attached to this report.
2. The definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report except for any additional disclosure requirements requested by AASB 107 that are not already itemised in this report.
3. **Accounting Standards.** ASX will accept, for example, the use of International Financial Reporting Standards for foreign entities. If the standards used do not address a topic, the Australian standard on that topic (if any) must be complied with.

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