

“Where Australia buys new property”

iBuyNew Group Limited Investor Presentation

(ASX:IBN)

Company update, 08 October 2018

iBUYNEW GROUP

NYKO
PROPERTY

IBN
INTERNATIONAL BUY

iBUYNEW



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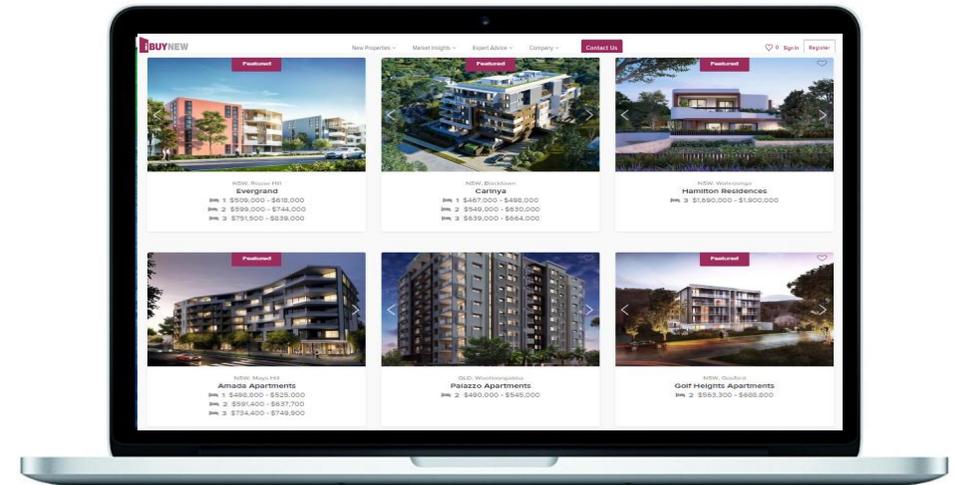
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“OUR BUSINESS MODEL HAS TAKEN THE TRADITIONAL REAL ESTATE SALES EXPERIENCE AND **FLIPPED IT.**

Instead of trying to sell a small number of exclusively held listings we focus on **giving the buyer the choice and support** to purchase the property that suits them best”

Bill Nikolouzakis

CEO of iBuyNew Group



EXECUTIVE SUMMARY

iBuyNew has updated its strategic priorities to support its path to break-even whilst maintaining growth

1

FY18 RESULTS

- SLIDE 5 -

Delivery of improved financial performance

- 48% uplift in revenue to \$5.39m from the Prior Comparable Period ("PCP") in FY17 of \$3.64m
- Improved net cashflow as a result of collecting on strong settlements
- Lowered company debt position

2

NEW CEO AND BOARD CHANGES

- SLIDE 7 -

Management and board restructure to support strategic priorities

- Bill Nikolouzakis appointed as CEO of iBuyNew Group; Alex Caraco resigns as CEO and from the Board of Directors
- Warren McCarthy appointed as Non-Executive Chairman and Director of iBuyNew Group
- Recruitment of new Head of Sales & Operations to be completed first week of October

3

UPDATE ON STRATEGIC ACTIONS

- SLIDE 8 -

Management and board restructure to support strategic priorities

- Redirecting efforts towards sales, technology, scalable marketing initiatives and scalable digital offerings
- Alignment of company segments with a focus on developing a services business with a client centric approach
- Aligning of company and management targets, CEO performance targets benchmarked

4

COST REDUCTION

- SLIDE 10 -

Further material cost rationalisation initiatives identified; cost reduction initiatives commenced

- Clear plan identified to reset the company's direct operating cost base
- Cost reduction program has commenced
- Divestment of non core assets

5

OUTLOOK

- SLIDE 21 -

iBuyNew Group well positioned to support its path to breakeven

- Articulated plan to strengthen financial position through marketing and sales efficiencies
- Actively seeking strategic value enhancing opportunities
- Focus on increasing ancillary services channel to improve revenue streams

COMPANY FINANCIAL HIGHLIGHTS FY18

Underlying Results

<p>Revenue</p> <p>\$5.39m</p> <p>↑ \$1.75m +48%</p> <p>FY18 experienced a strong settlements pipeline which contributed towards high revenue growth.</p> <p>FY17 - \$3.64m</p>	<p>EBITDA</p> <p>(\$694k)</p> <p>↑ +41%</p> <p>FY17 - (\$1.18m)</p>	<p>Loss from continuing operations</p> <p>(\$963k)</p> <p>↑ +32%</p> <p>FY17 - (\$1.43m)</p>
	<p>Capital, transaction related and one-off costs</p> <p>(\$780k)</p> <p>↑ +53%</p> <p>FY17 - (\$1.67m)</p>	<p>Cash Balance</p> <p>\$1.17m</p> <p>30 Jun 2018</p>

Improvement in key FY18 financial metrics

- Revenue up 48% to \$5.39m, strong focus on collecting settlements improved overall revenue and cashflow
- Underlying EBTDA improvement by 41% to (\$694k) from (\$1.18m) in FY18
- Underlying Loss from continuing operations improved 32% to (\$963k) from (\$1.43m) in FY17 as a result of our previous rationale to focus on strategic priorities and cost cutting initiatives
- Significant reduction in capital, transaction related and one-off costs - 53% improvement to (\$780k) from (\$1.67m) in FY17

Notes

- Comparisons are relative to the FY17 period on an unaudited basis. Nyko results prior to acquisition are not included in the Company's results for the FY17 period.
- Growth rate is calculated using the actual \$ values

OPERATING METRICS iBUYNEW GROUP FY18

TTV	Property Sales	Commissions Generated	Total Revenue from exchange & settlement	Future Commissions Receivable Balance
\$81.32m (3%)	127 (22%)	\$4.77m +10%	\$5.38m +48%	\$6.01m (Subject to Settlement)
FY17 - \$84.02m	FY17 - 163	FY17 - \$4.32m	FY17 - \$3.64m	At 30 Jun 18

Notes

- FY18 operating metrics are provided on an unaudited basis.
- "TTV" refers to Total Transaction Value being the value of total properties exchanged during the period.
- "Commissions generated" refers to the commissions payable on properties sold during the period and includes an amount paid immediately upon contract exchange (exchange income) and an amount expected to be payable in the future when the property is completed and the contract is settled (settlement income).
- "Total revenue from exchange and settlements" comprises both upfront exchange commissions plus settlement commissions from completed property sales. It does not include any future commissions receivable owed but not yet paid.
- The Future Commissions Receivable Balance is gross before any IPG related commissions are allocated between IBN and the vendors of the IPG business (see slide 18 for further detail) and is subject to settlement.
- Comparisons are relative to the FY17 period on an unaudited basis. Nyko results prior to acquisition are not included in the Company's results for the FY17 period.

MANAGEMENT AND BOARD RESTRUCTURE

Management restructure to support strategic priorities. The appointment of a new Chairman providing extensive real estate specific experience.



Bill Nikolouzakis appointed as CEO

- Bill is the founder of Nyko Property and holds over 18 years' experience in both property marketing and banking
- Recruited 5 of Australia's largest mortgage aggregation and franchise firms with access to over 4,000 individual mortgage, advice and accounting firms nationally
- Bills performance targets are aligned with delivering shareholder value and are benchmarked against company revenue, profitability, operating cashflow positively and share price targets
- Bill remains a top 10 share holder of IBN and is focused on the delivery and execution of this plan

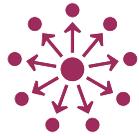


Warren McCarthy appointed as Non-Executive Chairman and Director

- Warren is one of the industry's most outstanding performers, highly skilled in all facets of the property business, Warren has worked through the ranks as CEO of one of the country's largest real estate organisations Hooker Corporation delivering record outcomes and profits along the way.
- Previously held the position as Chairman of LJHooker Limited, experienced in leading Board of Directors to outstanding outcomes in terms of the execution of the business plans, franchisee relationships and profit achievement
- Highly skilled in all facets of real estate business
- Expertise across real estate strategy, investment and franchising

UPDATE ON STRATEGIC ACTIONS TO DRIVE VALUE

iBuyNew is redirecting efforts towards profitable initiatives, technology and scalable digital assets after completing a full review of iBuyNew's portfolio of brands



CUSTOMERS

End-to-end experience

- Client centric approach - combining traditional core real estate with cutting edge technology
- Technology as an enabler - Realigning systems and processes to create a scalable and compelling end-to-end property purchasing experience
- Focus on automation and data points to enhance online user experience through iBuyNew.com.au
- Grow bankable scalable digital assets



TEAM

Aligning success

- Realigned company targets
- Clear roles and KPI's reinforcing ownership and accountability for all deliverables
- Alignment of individual KPI's with Company goals. Anticipation of implementing ESOP based on reaching collective Company goals
- Sustainable resourcing and cost structure servicing B2B and B2C sales units



PRODUCT

Diversification of services

- Diversifying business segments introducing a suite of complimentary/ancillary products and services
- Complimentary services which will not only grow revenue but provided an overall greater user experience and plug any process holes
- Deliver superior quality products to our clients by focusing on high quality projects
- Strengthen relationships with our key builder and developer partners by providing real value



FINANCIAL MANAGEMENT

Sales and Settlements

- Cash management focus with non-core or complimentary products and services discontinued
- Closely monitor and reduce investment into non performing marketing initiatives
- Results driven culture, providing more revenue and better client experiences
- Improved cashflow through clearer communication with developers and builders

STREAMLINED REPORTING AND ACCOUNTABILITY STRUCTURE

Alignment of brands and targets to drive sales and growth



iBuyNew Group
Management and Executive team

iBuyNew Group
Operational team members

iBuyNew sales team

Nyko Property sales team
and BDMs

IBN International Realty
sales team and BDMs



**ALIGNING COMPANY
WIDE PERFORMANCE**

REVENUE

PROFITABILITY

**OPERATING
CASHFLOW POSITIVE**

SHARE PRICE

COST INITIATIVE FURTHER TO REDUCE 'OVERHEAD' BY NET \$500K

Principal areas of focus

ADDRESSING DIRECT EXPENSES

Introduction of a more streamlined and accountable reporting structure

- Control direct operating expenses and cash management
- Control and optimise marketing spend inline with growth targets
- Removal of non performing marketing channels and external agencies
- Focus to reduce lead generation costs e.g. cost per click (CPC), cost per acquisition (CPA), customer acquisition cost (CAC)

STREAMLINE PORTFOLIO COSTS

Headcount reduction in non performing business units and agents

- Review of all business unit costs on line-by-line basis
- Streamlined board structure
- Removal of non performing management, sales and operations staff, legacy business subscriptions
- Proposed sale of the WA rent roll
- Consolidation of offices in NSW with the proposed relocation of IBN international to head office during H2 FY19

ACHIEVE FULL RUN-RATE BENEFITS IN FY19

Actions are in progress now, ensuring benefits will be rapidly captured

- All required actions are now in progress and will be complete by Q3 FY19
- Full benefits to be reflected in 2H FY19 financials

iBUYNEW GROUP LIMITED

The Group is focused on developing and operating retail franchise and e-commerce brands including iBuyNew, Nyko, Indo-Pacific Property and IBN International Realty.

OUR BRANDS

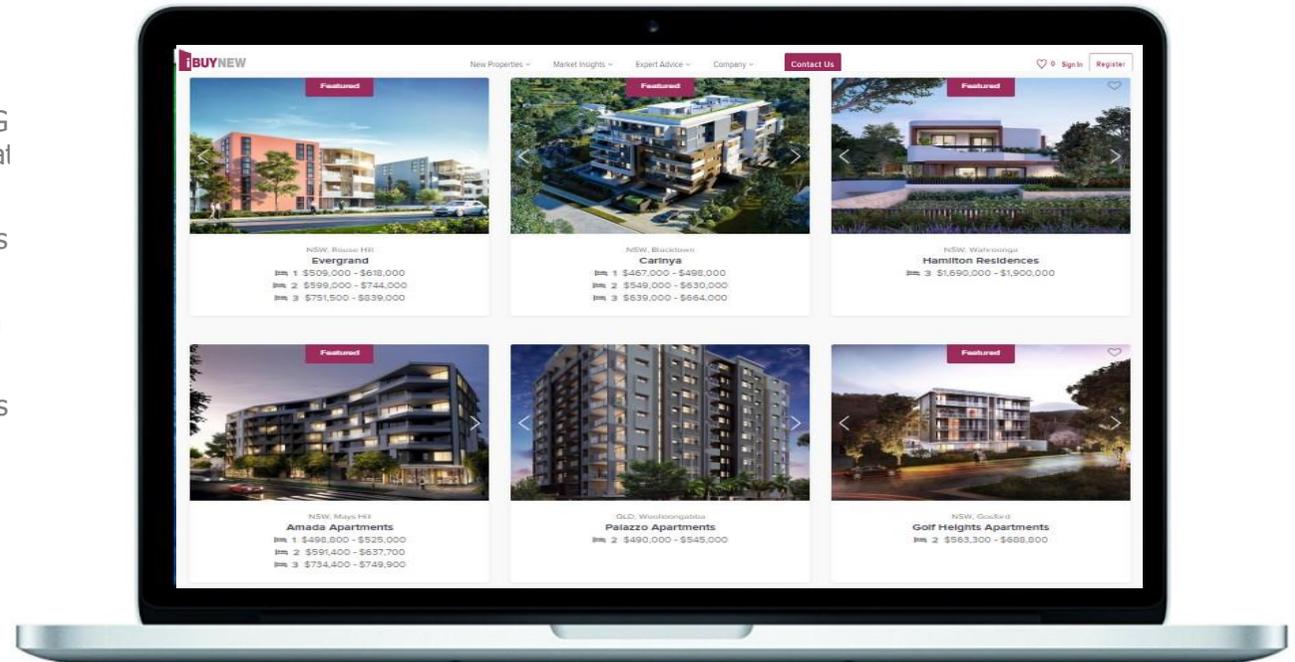


SNAPSHOT OF iBUYNEW

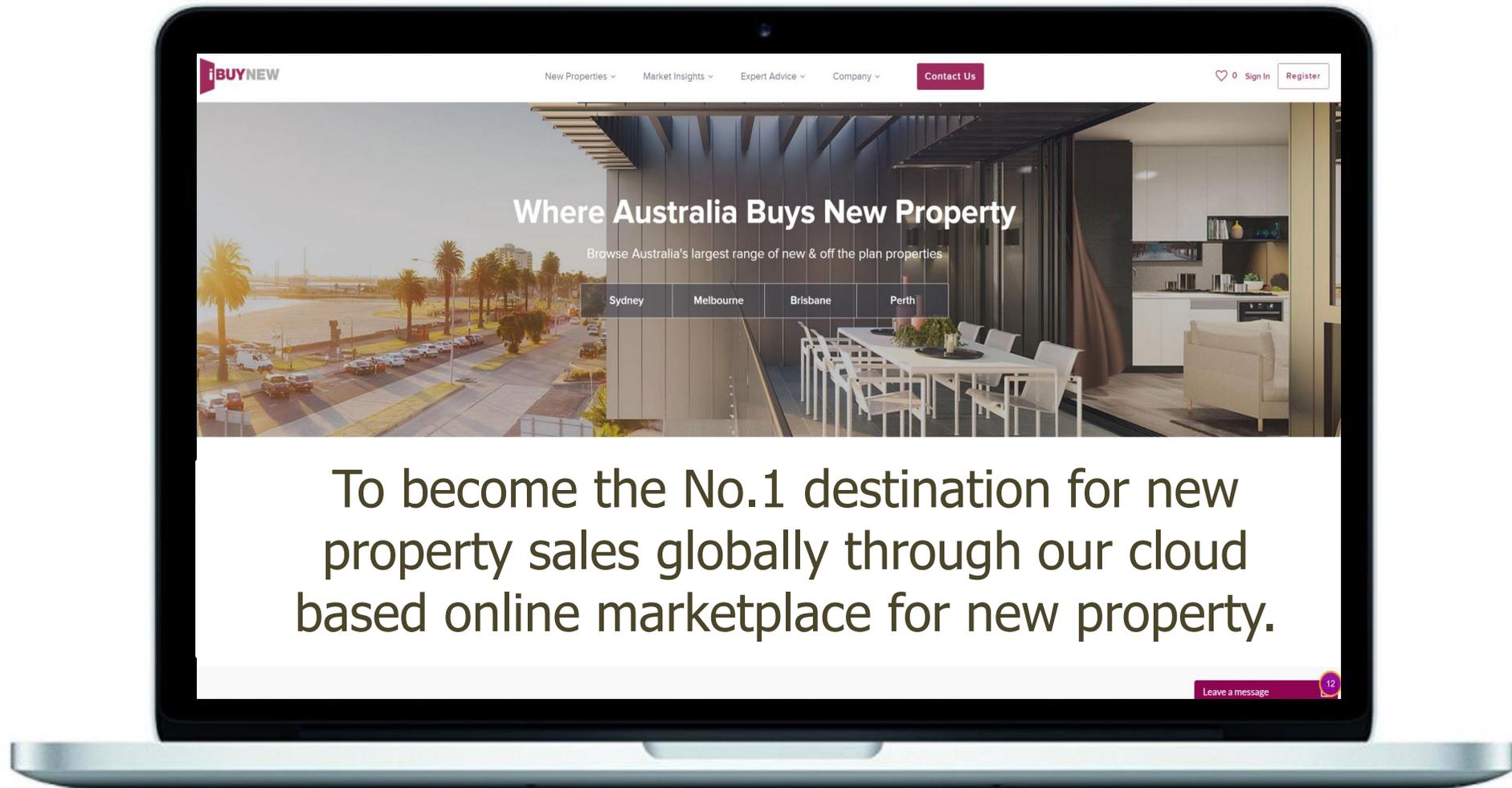
“Where Australia buys new property”

- iBuyNew Groups platform facilitates transactions between property developers, corporate partners and property buyers;
- National B2C, B2B sales and distribution network;
- Market-leading coverage of developments across VIC, QLD, SA, WA and NSW giving buyers the best access to new property. Over 6,200+ listings and 400+ live projects;
- Underpinned by combined gross \$6.01m future commissions receivable book. iBuyNew, Nyko and IPG (Before deductions and 50% split with IPG vendors) at 30 June 18;
- Powerful distribution platform with online reservations system capabilities;
- Provider of property management services, relocation services, and property advisory services;
- Leveraging unique proposition to achieve better terms with property developers; and
- Highly experienced board and management team.

OUR PLATFORM ENABLES A HIGHLY EFFICIENT NEW PROPERTY SALES MODEL, SCALABLE GLOBALLY



iBUYNEW'S VISION



To become the No.1 destination for new property sales globally through our cloud based online marketplace for new property.

OUR DISTRIBUTION

A full online and direct property experience

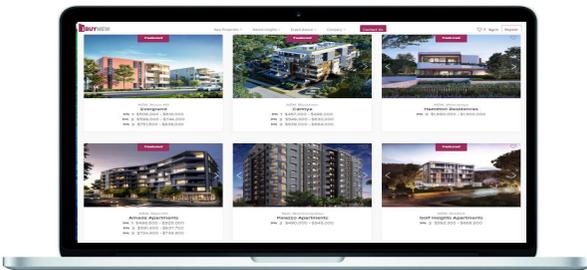
ONLINE EXPERIENCE

NOW

- Compare/select
- 3D imagery
- High resolution renders
- Live reservations
- Customer Tracking
- Customer Profiling
- Live Reporting

FUTURE

- Online digital signing
- Online conveyancing
- Online settlements



DIRECT B2C AND B2B EXPERIENCE

B2C



- Direct sales via in-house consultants
- Retail showroom – Display models and finishes
- Direct affiliate websites

B2B



Established referral network of mortgage brokers, financial planners, accountants and estate agents

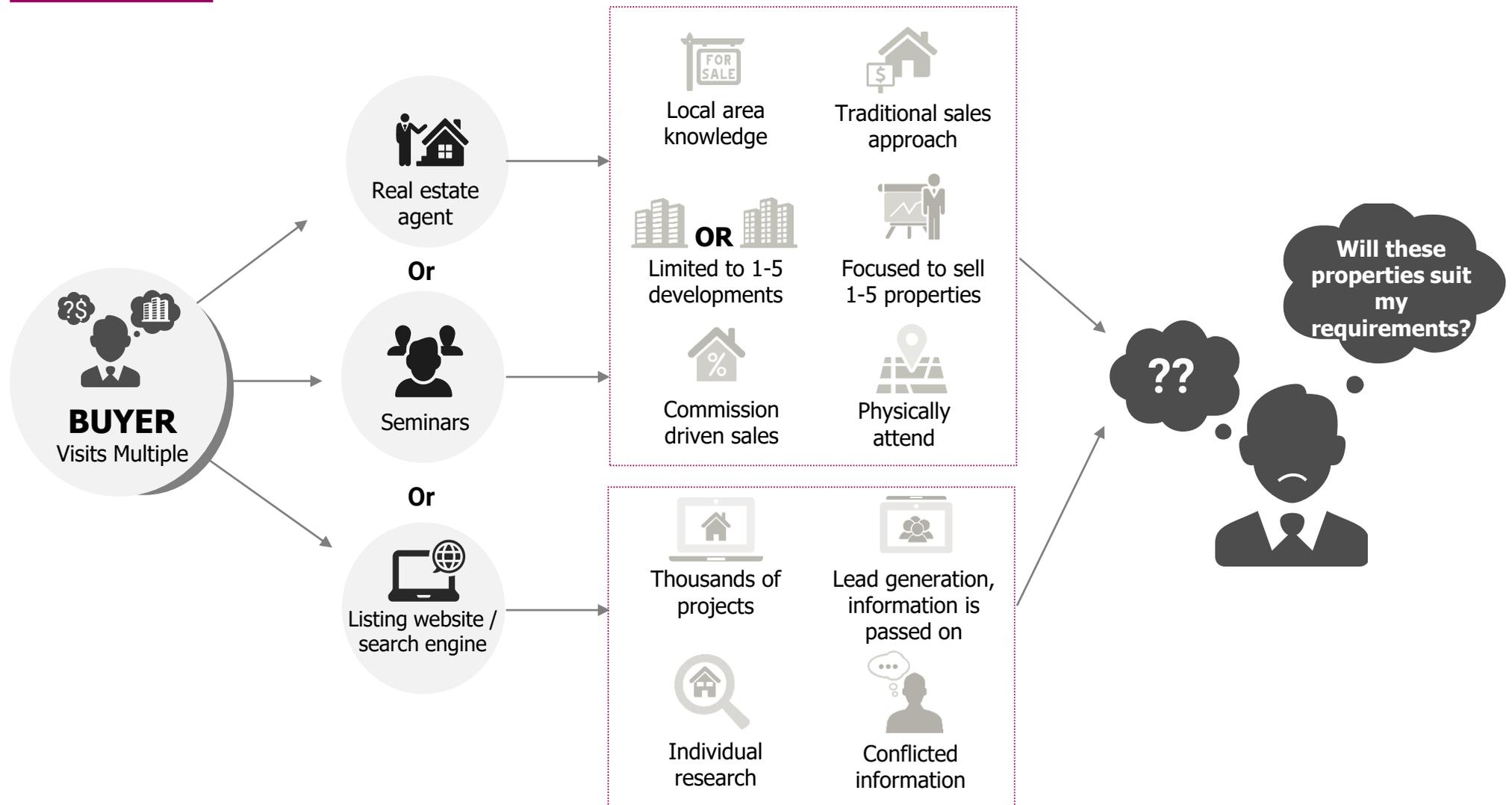
TAILORED PROPERTY PRODUCTS AND SERVICES

Changing the way we transact property



- New Apartment + House and Land
- Property resales
- Development and building sites
- In-house research reports
- IBN Mortgages
- Property Management services
- Concierge property services
- Luxury real estate

TRADITIONALLY THERE IS NO WAY TO EFFECTIVELY COMPARE NEW PROPERTY



FOCUS ON OUR MARKETPLACE INNOVATION

~13% of sales* using iBuyNew were facilitated digitally and/or over the phone with no face-to-face meetings

NOW



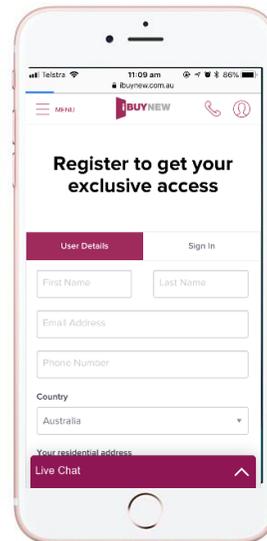
AGGREGATION

Over 6,200 properties across 400+ developments available.



DISTRIBUTION

B2C and B2B



ONLINE RESERVATION

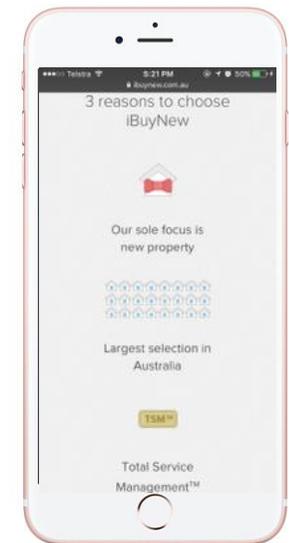
Ability to reserve new properties solely online

FUTURE



R&D AND GROWTH

Virtual Reality, 3D Imagery, Online exchanges and settlements



SCALE

Global delivery of the platform. Digitally engage diversified services

Notes

- The sales number was derived from a survey of the current sales team for all sales performed between FY16–FY18. The survey size consisted of over 221 sales with 28 facilitated digitally and/or over the phone

A LONGER TERM VISION OF PROPERTY SALES ONLINE

PHASE 1 – FY19

Path to profitability

PHASE 2 – FY19 & 20

Focus on digital assets

PHASE 3 – FY20 BEYOND

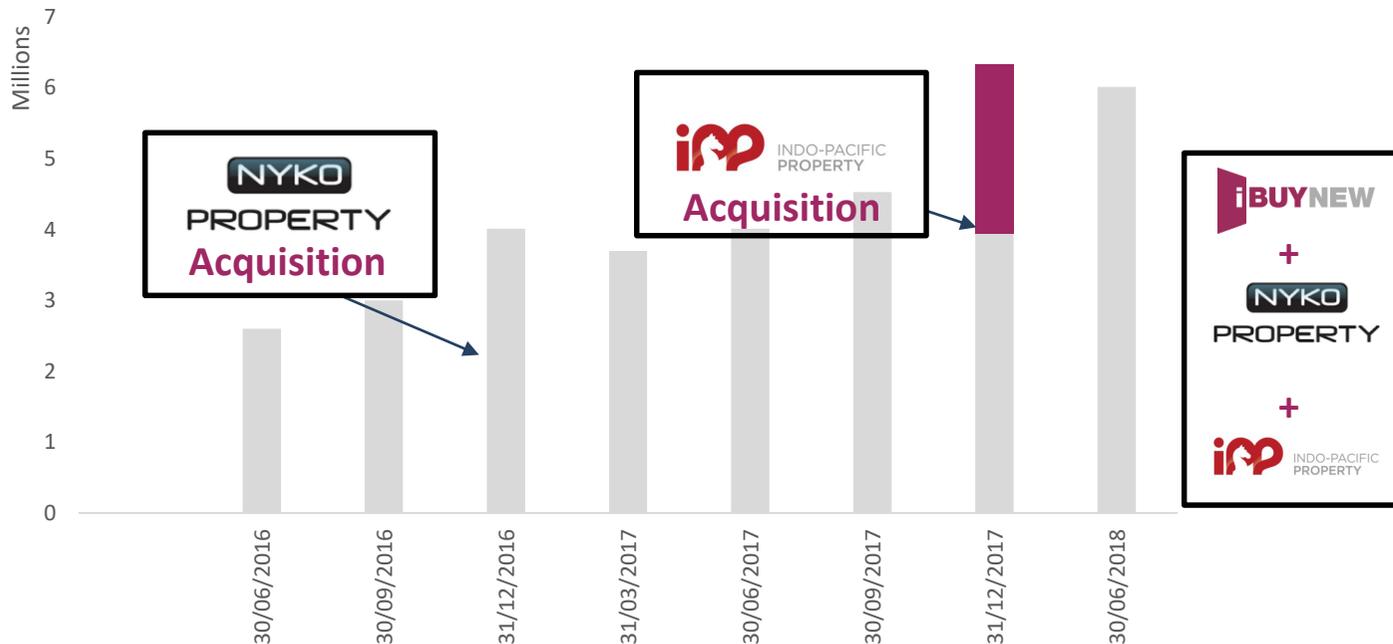
Digital client experience

Utilising data and technology to connect people and property



UNDERPINNED BY A STRONG FUTURE COMMISSIONS RECEIVABLE PIPELINE

Consolidated future commissions receivable book at 30 June 2018



iBuyNew Group has successfully maintained a healthy combined gross future commissions receivable book despite a strong FY18 settlement year.

At 30 June 2018 the consolidated book reflected a gross \$6.01m of outstanding settlements to the company.

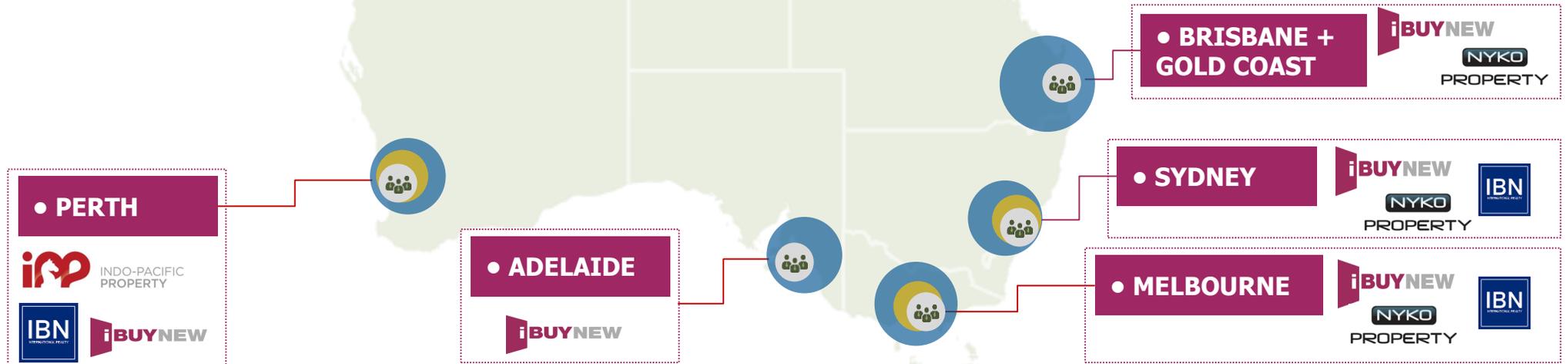
Based on current developer timelines c. \$2.1m is expected to flow into the business during FY19 and in excess of \$1.5m in FY20.

Notes

- The future commissions receivable book relates to gross commissions owed from past property sales and is subject to settlement.
- The future commissions receivable book is presented on an unaudited basis with expected settlement data supplied by the developers.
- The gross IPG Future Receivables book remains at c. \$2.38m for settlements expected during FY19 and FY20 and will be allocated between IBN and the vendors of the IPG business as follows;
 - IBN will receive the first \$250k of commissions paid; and
 - any additional commissions in excess of the first \$250k will then be allocated between IBN and the vendors of the IPG business on a 50%/50% basis.

NATIONAL NETWORK

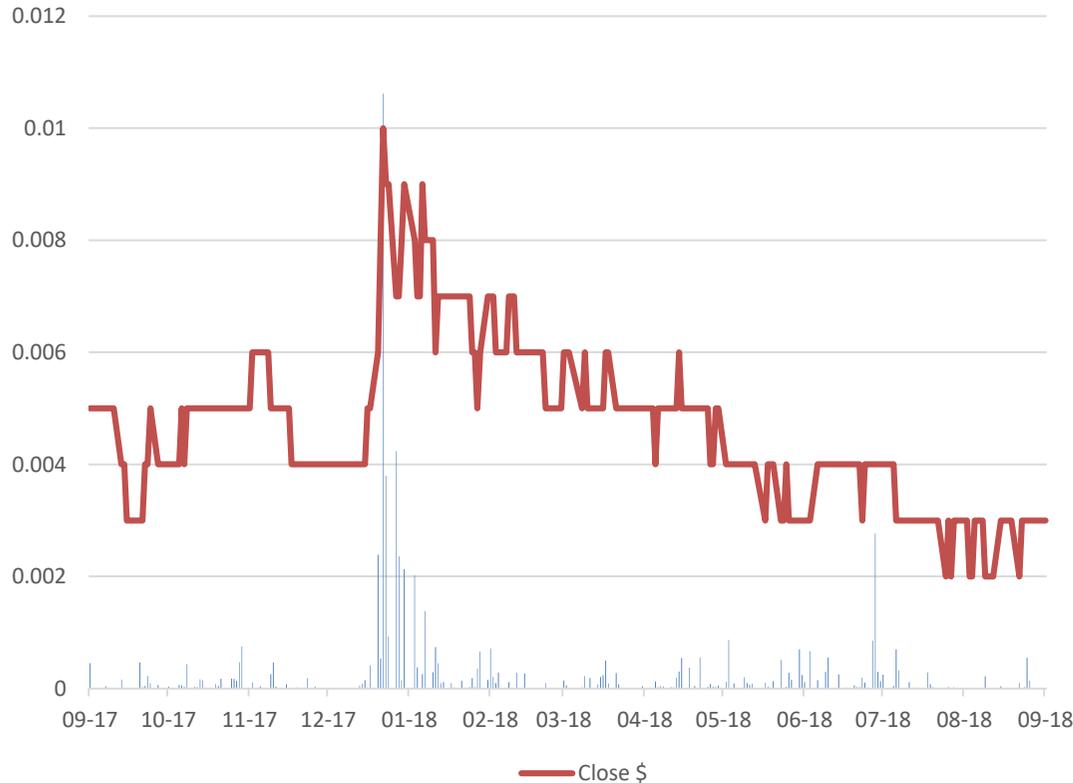
- 6,200+ Listings
- 3 Office Locations
- Sales Agents – 5 States



"Where Australia buys new property" | www.ibuynewgroup.com.au

CORPORATE SNAPSHOT

12 Month share price performance



Top Holders – Sept 2018

Rank	Name	%IC
1	MARSHE NOMINEES PTY LTD & MR MARK NICHOLAS MENDEL	19.3
2	MCRAE INVESTMENTS PTY LTD	9.7
3	COPULOS GROUP	6.5
4	MRS SARAH CAMERON	5.0
5	WALLIS-MANCE PTY LIMITED	2.9
<hr/>		
7	BILL NIKOLOUZAKIS' AND RELATED ENTITIES	1.71

Continued strong support from our larger shareholders with the top 20 accounting for c. 58.04% of the registry

Financial Information

- Share price – A\$0.003
- Shares on issue – 2.18b₁
- Shares on issue fully diluted – 2.38b₂
- Market Cap, Shares on issue – A\$6.53m
- Debt (30 Jun 2018) – A\$1.60m
- Cash (30 Jun 2018) – A\$1.17m
- Enterprise Value – A\$6.96m

1. Includes escrowed shares of Marshe Nominees Pty Ltd 184m, Mark Mendel 61m, Nyko Group 19m, Scaria Niko 4.8m, Domain property 26.8m
2. Includes 7.5m director performance options, 80.5m unlisted options, 61.11 class B convertible notes and 60m performance rights.

OUTLOOK

iBuyNew Group (IBN:ASX) is focused on becoming the No.1 destination for new property sales globally through its cloud based technology online marketplace for new property

SALES

- Recruit high calibre Group Head of Sales & Operations to stabilise sales force and deliver consistent sales
- Instilling high-level values focused on superior service and a client centric approach
- Forging partnerships to increase product lines and segments

TECHNOLOGY

- Focus on being a services business with technology as the enabler for an end-to-end online experience
- Further develop automation of systems and processes
- Review and continued development of best practices to improve transactional growth
- Grow digital based sales through scalable technological means
- Investing in iBuyNew.com.au website and portal

PATH TO PROFITABILITY

- Demonstrated revenue growth in FY18
- Reset the group cost while maintaining growth to achieve targets
- Generate new revenue streams through the diversification of ancillary services
- Control direct operating costs through accountability and additional reporting
- Based on cashflows generated from the Group's settlement book, in conjunction with property completion timelines provided by developers, the Company aims to be operating cashflow positive by FY20.
- Underpinned by combined gross \$6.01m future commissions receivable book

iBUYNEW GROUP BOARD AND MANAGEMENT



Warren McCarthy – Non-Executive Chairman and Director

Warren is one of the industry's most outstanding performers, highly skilled in all facets of the property business, Warren has worked through the ranks as CEO of one of the country's largest real estate organisations Hooker Corporation delivering record outcomes and profits along the way.



Calvin Ng – Non-Executive Director

Calvin is a co-founder of the Finsure and Aura Group and has significant investment banking, mergers & acquisitions and funds management experience. Calvin sits on a number of boards including ASX-listed Catapult Group International (ASX:CAT).



Stephen Quantrill – Non-Executive Director

Stephen is the Executive Chairman of McRae Investments and holds Directorship across a range of businesses, including in venture capital and private equity, real estate, property, oil and gas, resources, bio-technology, advisory and engineering. Stephen is currently a director of ASX-listed Neuroscientific Biopharmaceuticals (ASX:NSB).



Andrew Jensen – Advisor

Andrew is an accomplished CFO having led Australasia's largest real estate group Ray White and The Loan Market as Director and CFO. Andrew holds over 15 years' experience in senior finance & management roles. Andrew is currently a director of ASX-listed Freedom insurance group (ASX:FIG).



Bill Nikolouzakis – CEO

Bill is the founding Director of Nyko Property and holds over 18 years' experience in both property, mortgage broking, banking and marketing.



Aliceson Rourke – CFO and Company Secretary

Aliceson is an experienced chartered accountant and Company Secretary and holds extensive experience in all aspects of public company finance, administration and corporate governance.



Nick Dellis – Head of IBN International

Nick has spent the last 21 years in the real estate industry and specialises in sales, building rent rolls and property management, managing large teams, leasing, project marketing and business development.



TBA – Group Head of Sales & Operations

iBuyNew will soon be announcing a new Group Head of Sales & Operations to drive the B2C and B2B sales teams forward. The chosen candidate will be based out of Sydney and has extensive experience in change management and delivering sales growth

CONTACT

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CEO

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