



The Manager  
Company Announcements  
Australian Securities Exchange  
Level 5, 20 Bridge Street  
SYDNEY NSW 2000  
By E-Lodgement

15 June 2017

## iSelect Signs Agreement with iBuyNew, becoming a Top Tier Partner

### Key Highlights

- iSelect is Australia's leading life admin website offering over 160 brands, 12,500+ products and 6,000,000 comparisons. iSelect is also one of Australia's leading finance and home loan lead generation platforms.
- iBuyNew expects iSelect to be a significant top tier partner moving forward.

iBuyNew Group Limited (**ASX: IBN**) ("**Company**") is pleased to announce that it has signed an agreement with [iSelect](#) Limited (**ASX:ISU**) ("**iSelect**"), Australia's life admin store, which enables Australians to compare and buy some of Australia's [biggest brands](#) across personal finance, utilities and insurance.

iSelect has a solid reputation in assisting consumers with home loans and finance and its website receives more than 8 million unique visitors per annum.

IBN considers iSelect a top tier partner, capable of delivering a significant number of pre-qualified potential property buyers to IBN. In turn, IBN will assist iSelect's buyers search and compare from over 160 projects and 4,700 properties, ensuring they have the comfort and confidence to accelerate their property purchase and financing.

iSelect will be integrated into iBuyNew's user interface, providing branding and new client acquisition opportunities through the 25,000 unique visitors to iBuyNew's website each month.

Once complete, the technology integration aims to deliver a seamless referral process across both businesses.

Mr Alex Caraco, the Company's Chief Executive Officer said:

"This partnership is mutually beneficial for both iBuyNew and iSelect. I would like to reinforce the synergies between iBuyNew and iSelect, as we anticipate that the partnership will form a seamless connected experience for users who engage on our platform. The mixture of qualified loan financing leads to iSelect with iBuyNew's unmatched selection of stock enables customers to efficiently navigate and make informed decisions. We are delighted to welcome iSelect as a top tier partner and we look forward to a long and mutually beneficial commercial relationship".



iSelect's Group Executive, Financial Services, Mr Alan Caputo said:

"iSelect considers iBuyNew a strategic partner that aligns with our vision to become Australia's Life Admin Store. We believe our mutual customers will be provided with a truly seamless and digitally-enabled experience that will focus on the customer's needs each and every step of the way during the buying cycle. We are delighted to be a top tier partner of iBuyNew and look forward to building a strong alliance."

Further, the partnership allows both businesses to extract additional revenue through the process of reciprocal cross platform referrals. Aligned to assist customers throughout their property purchasing and home loan journey, both businesses will receive referral fees based on success.

ENDS

**Further inquiries:**

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**About IBN**

iBuyNew Group Limited (formerly known as Disruptive Investment Group Limited) operates iBuyNew.com.au and Nyko Property. iBuyNew and Nyko operate a leading Australian online marketplace and a research and advisory firm that helps buyers find, compare and buy new property.

iBuyNew.com.au is where Australians go to buy new property. The platform allows prospective buyers to compare, reserve and buy from more than 4,700 listings across 160 developments, as well as a range of new house and land packages. Nyko focuses on new property distribution to B2B/corporate partners through research reports and its advisory services. Together, the businesses distribute new property sales across B2C and B2B channels across Australia.

The Company has a highly experienced board and management team that has a history in technology, corporate finance and sales, which it applies to increase the growth and profitability of its investments. The board is committed to providing management with the assistance and contacts required, in order to take their businesses to the next level.