



H1 results 2011

Investor and analyst presentation

August 2011

Company overview



iProperty Group Limited provides online advertising, agency software, magazine advertising and events to real estate agents and property developers in key Asian markets. These products are primarily marketed under the [iProperty.com](https://www.iproperty.com) umbrella brand. The company operates in Malaysia, Hong Kong, and Singapore, and has investments in the Philippines and India. The company recently entered the Indonesia market.

Company overview

The primary focus for the company is rapid growth of its online advertising businesses in its core markets of Malaysia, Hong Kong and Singapore where it has market leadership. The company recently entered Indonesia with the acquisition of the market leading portal rumah123.com.



The company strives to develop long partnerships with its customers and to ensure that consumers have the best possible experience when using its network of property portals.

Key focus areas for the company are to achieve execution excellence with an emphasis on sales and marketing, innovation across the Group and the ongoing development of its people.



iProperty Group's network of property portals across Asia

Malaysia:



Singapore:



Hong Kong:



Indonesia:



Regional:



India:



Philippines:

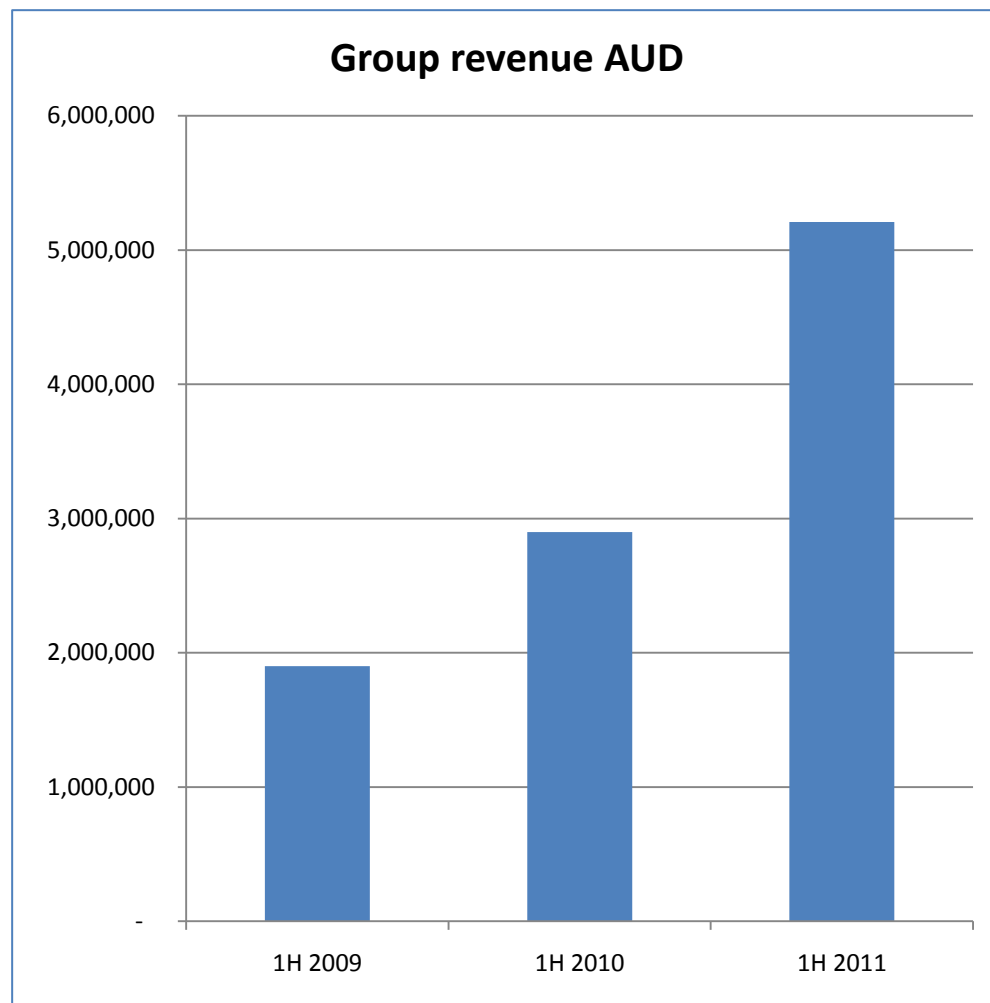


H1 2011 delivered continued strong revenue growth

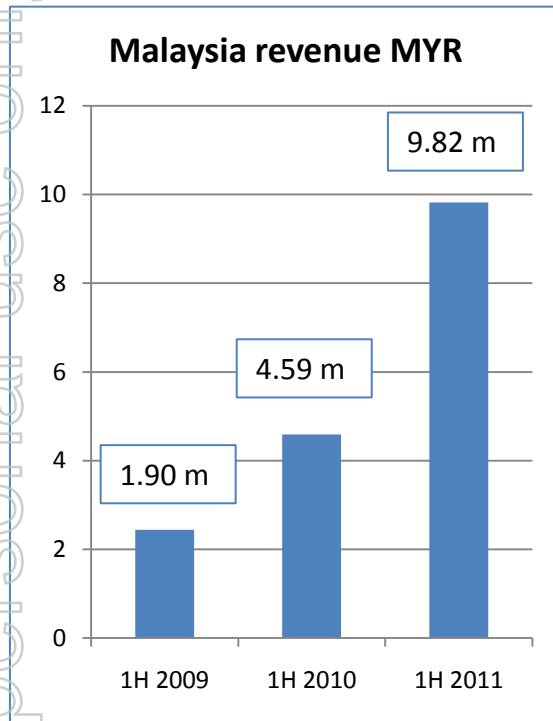
For H1 2011 the iProperty Group recorded revenue growth of 80% when compared with the same period in 2010

Revenue for the period was A\$5.21 million compared to A\$2.90 million for H1 2010

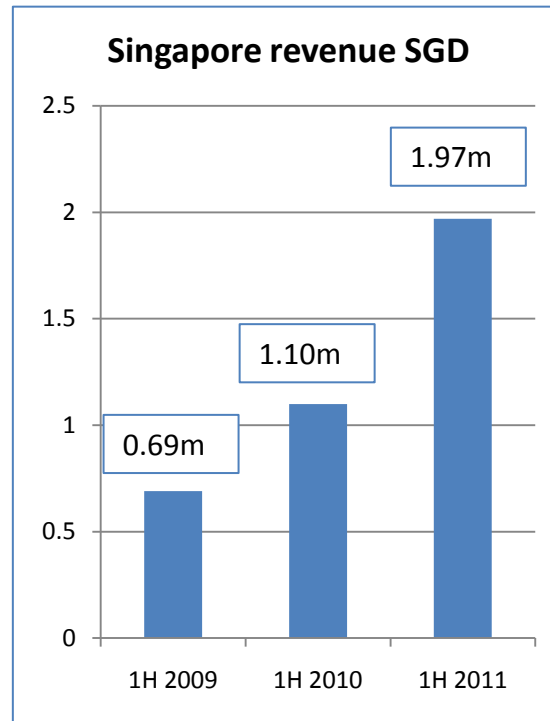
NPAT from continuing operations improved by 26% while operating cash flow improved by 17%



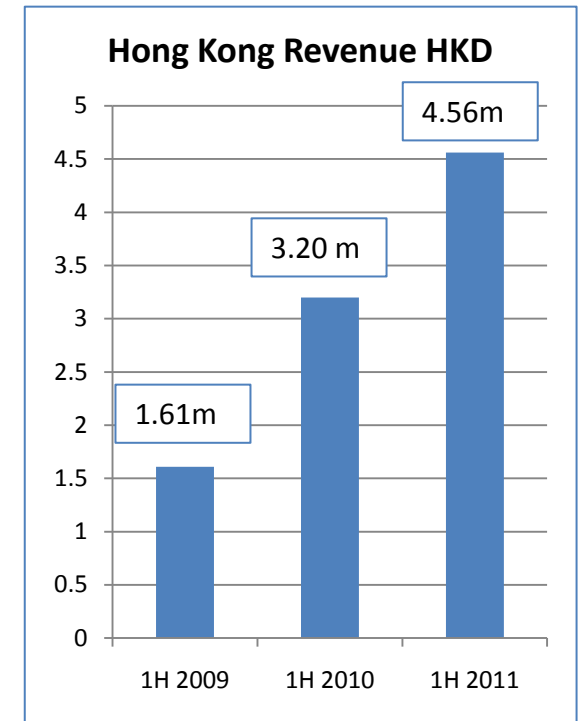
On a local currency basis each country achieved strong revenue growth continuing the trend from previous periods



114% revenue growth



79% revenue growth



42% revenue growth

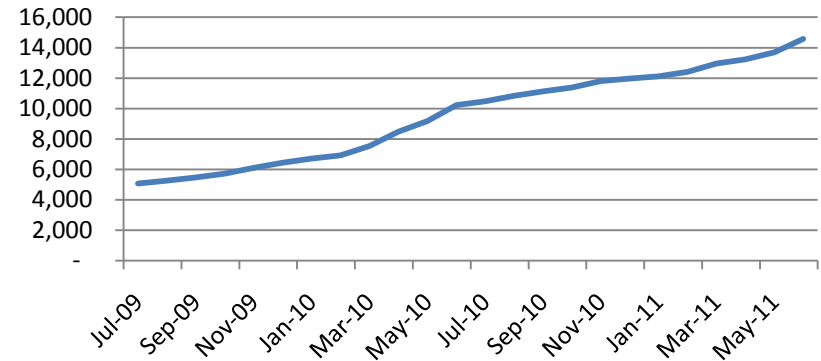
The core of the business continues to grow rapidly as increased agent subscriptions generate growth in property listings content

Paying agents across the Group now number more than 14,500 with the acquisition in Indonesia expected to add an additional 2,000 paying agents

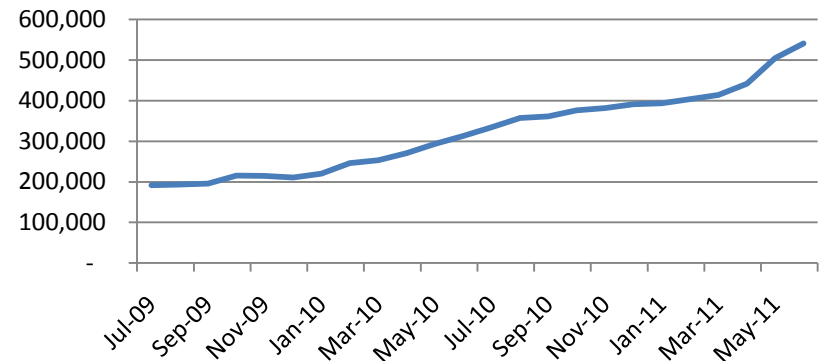
Agent penetration continues to be a core focus for the Group with an emphasis on building long term partnerships with customers

With a corresponding increase in property listings, lead generation and continued communication of value to customers becomes increasingly important

Paying agents



Listings



Continued focus on improving the consumer experience and traffic strategies has driven unique visitor and consumer subscription growth

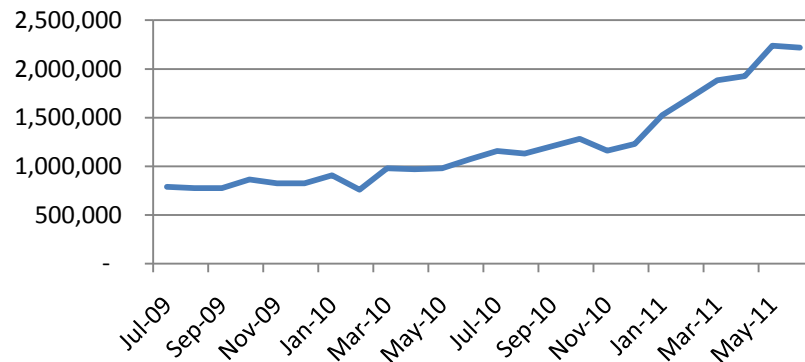
Unique visitors across the Group increased by 92% when compared with June 2010

Increased investment in website design and improvements has also driven an increase in consumer subscriptions to newsletters and property alerts

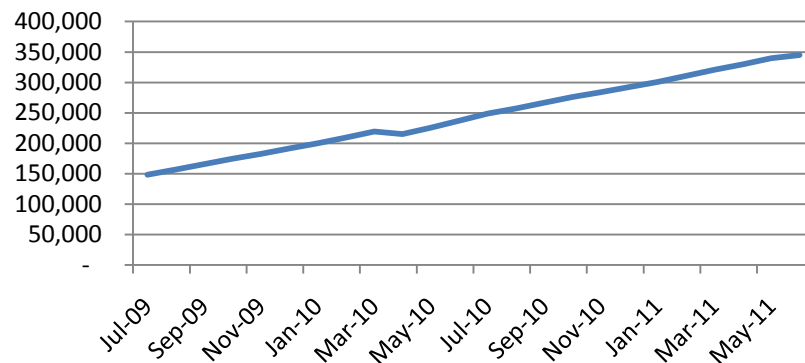
As each website develops its market leadership position, more emphasis is placed on engaging consumers

The Group will look to further increase the way its leverages its network over time

Unique visitors



Consumer subscribers



Innovation is a feature of the iProperty Group with the company being first to market in the region with mobile offerings



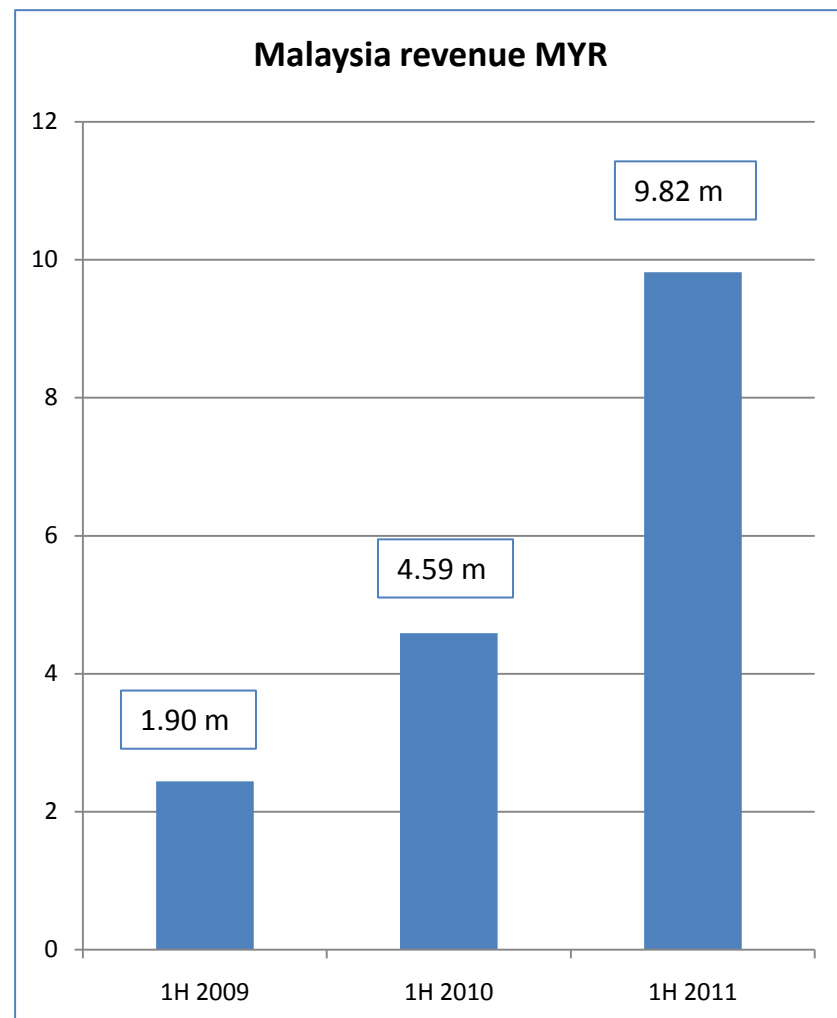
Malaysia



Malaysia extends leadership and increases profitability

Highlights:

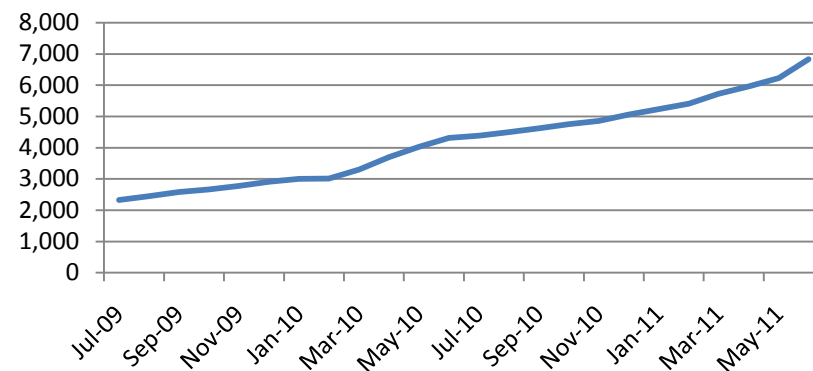
- 114% growth in revenue to MYR11.8 million when compared to H1 2010
- 146% growth in advertising revenue
- 58% growth in paying agents to more than 6,800
- 108% increase in unique visitors
- 71% growth in listings
- 58% increase in page impressions
- Increasingly profitable



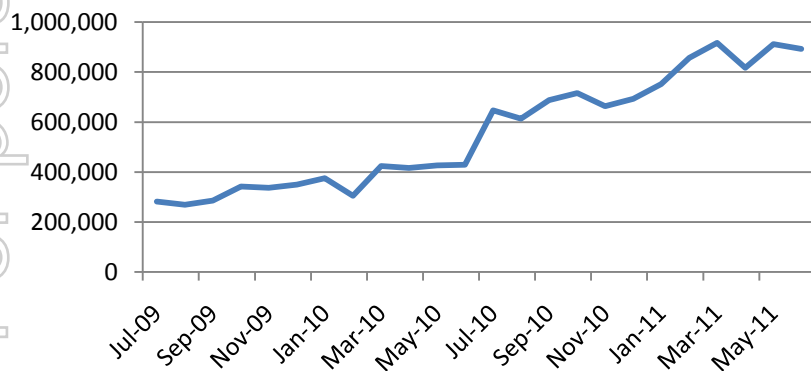
Malaysia continues to lead the market in all key metrics

- Agent penetration continues to grow
- Clear leadership in the market
- Increased engagement with property developers across different media
- Mainstream brand and reference in MY

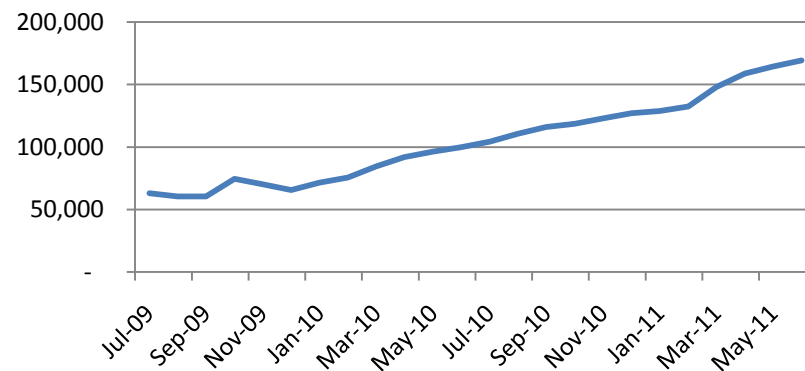
Agents



Unique visitors



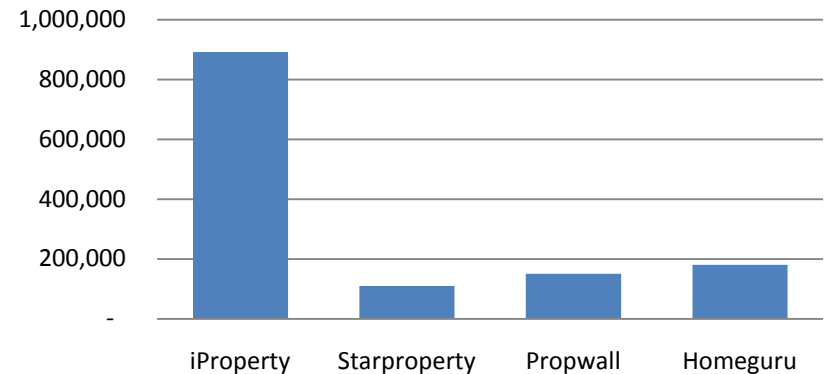
Listings



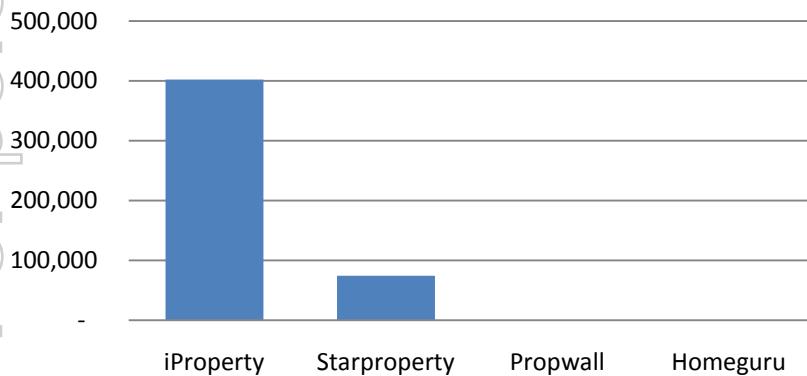
Following on from the acquisition of the second largest portal, Malaysia continues to extend its leadership position

- Consumers increasingly engage iProperty.com.my as a source of general property information
- By all measures the clear market leader
- Agreements in place with major publishers and partners in Malaysia

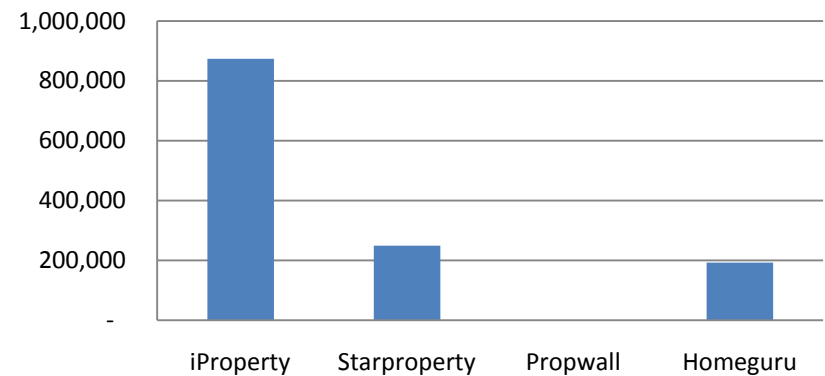
Google Adplanner



Comscore



Effective Measure



Traffic statistics for the month of June 2011

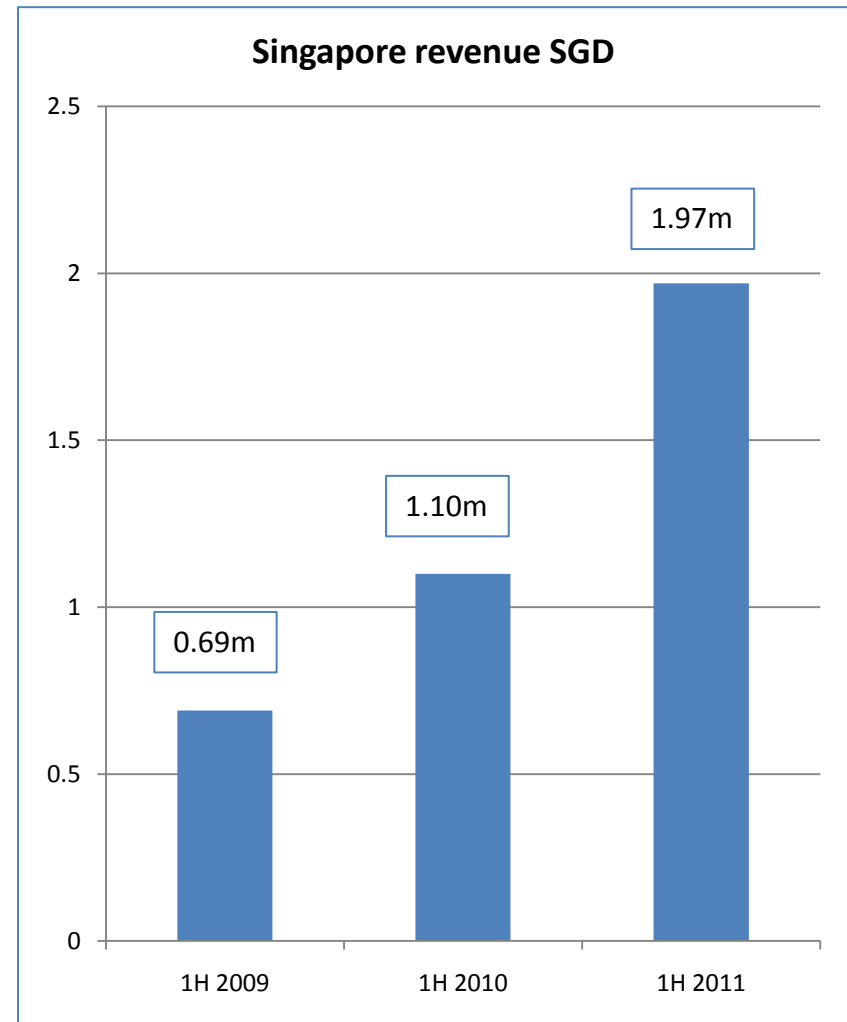
Singapore



Singapore achieves significant revenue growth

Highlights:

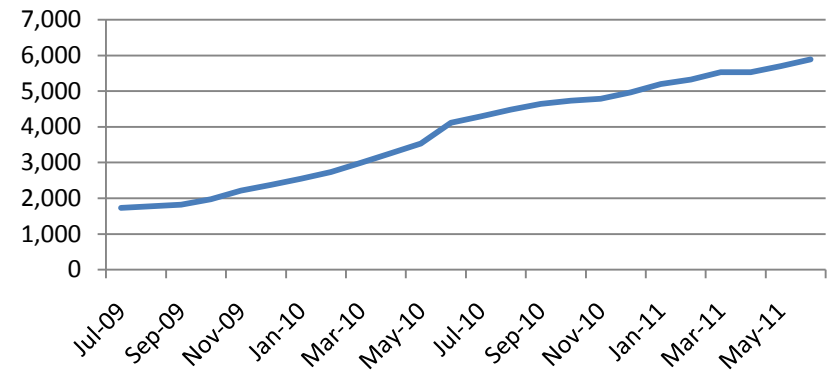
- 79% growth in revenue to SGD1.97 million when compared to H1 2010
- 42% growth in paying agents to almost 6,000
- Additional 6,000 agents and property developers trialing the service
- 139% increase in unique visitors
- 61% growth in listings
- 60% increase in page impressions
- Improved competitive position



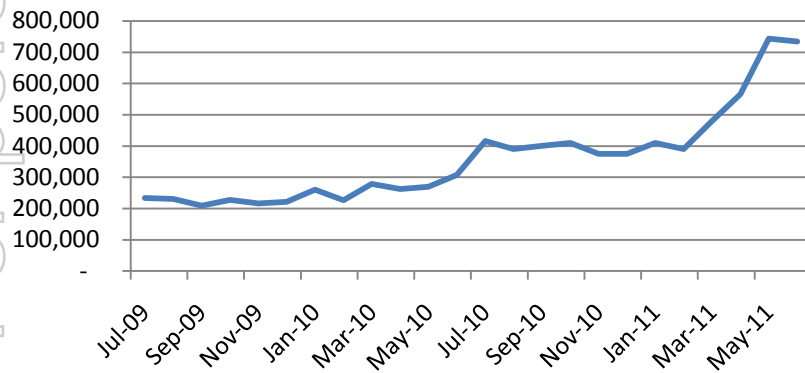
Significant growth in all key metrics continues to be achieved

- Agent penetration remains key focus for the business
- Increased investment in customer relationships now beginning to pay off
- Improved consumer experience and interface design

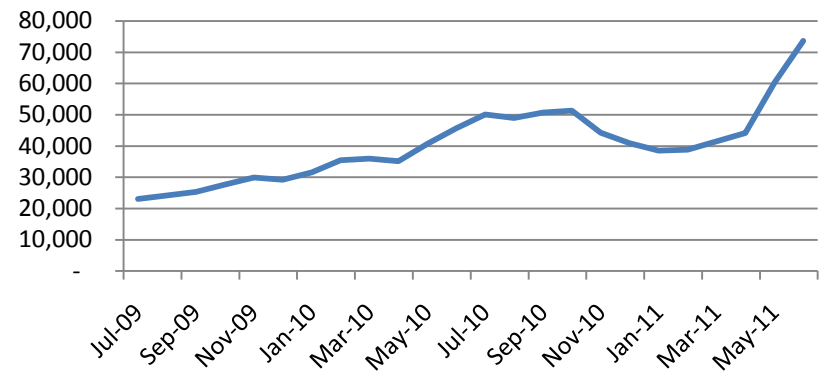
Agents



Unique visitors



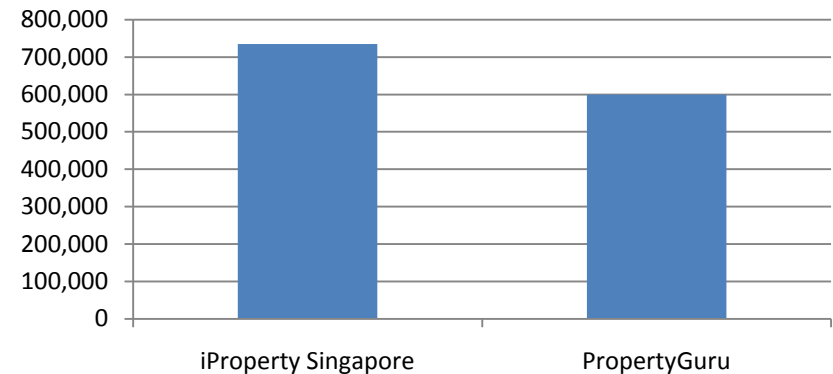
Listings



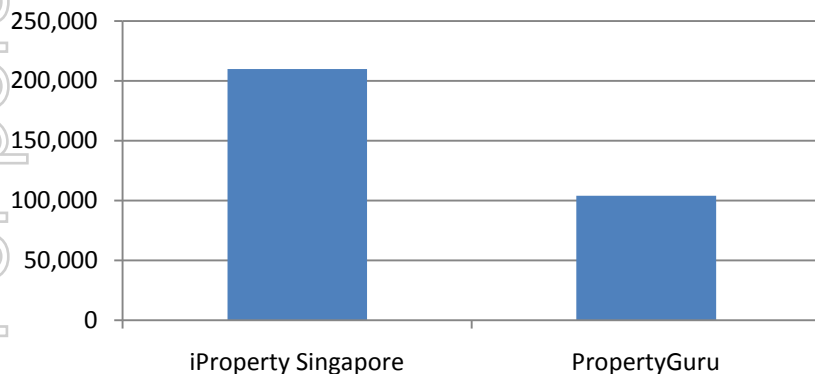
Significantly improved competitive position with a focus on consumer traffic generation and increased marketing activity

- Increased investment in consumer marketing and brand awareness over H1
- As at June 2011, iProperty Singapore achieved market leadership for visitors
- Aggressive promotion of the brand will continue in the second half of the year

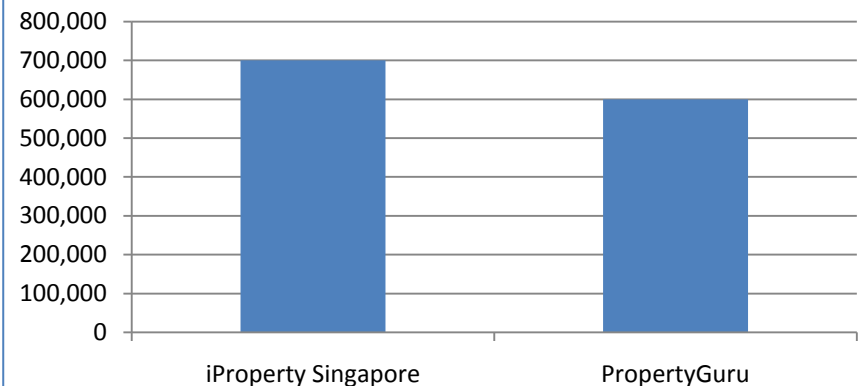
Google Analytics*



Comscore



Google AdPlanner



Traffic statistics for the month of June 2011
*estimates

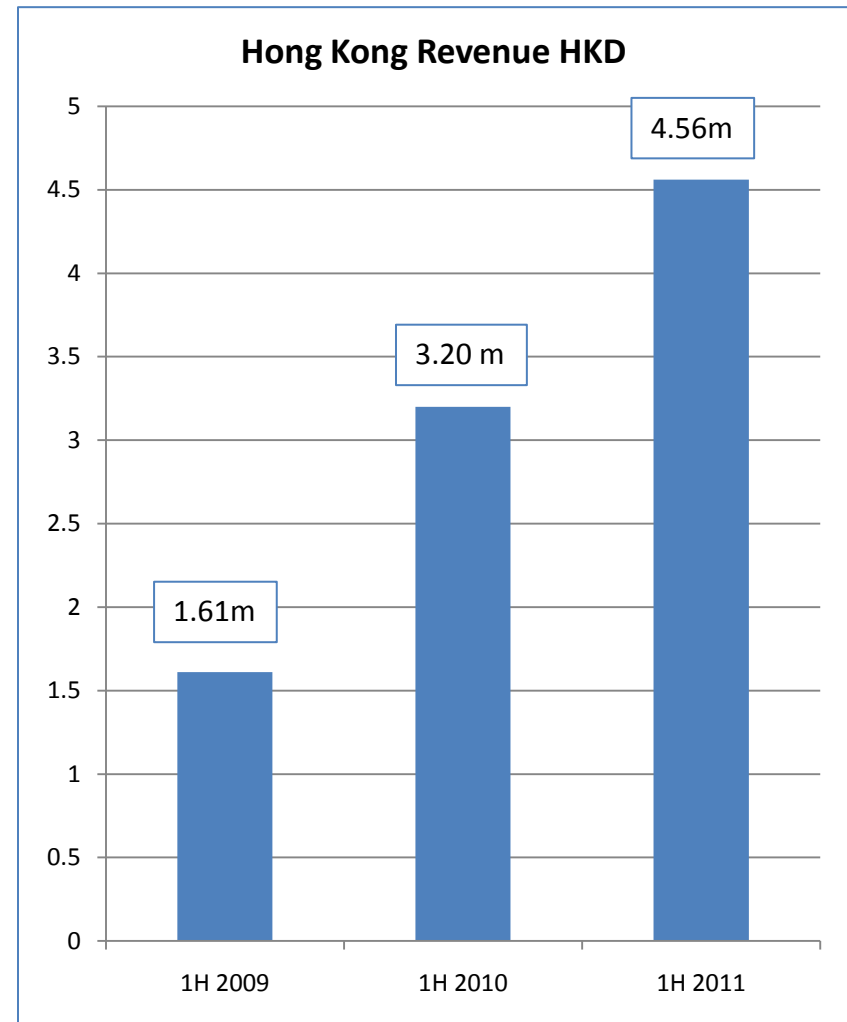
Hong Kong



Hong Kong achieves good revenue growth with significant investment into the platform for future growth

Highlights:

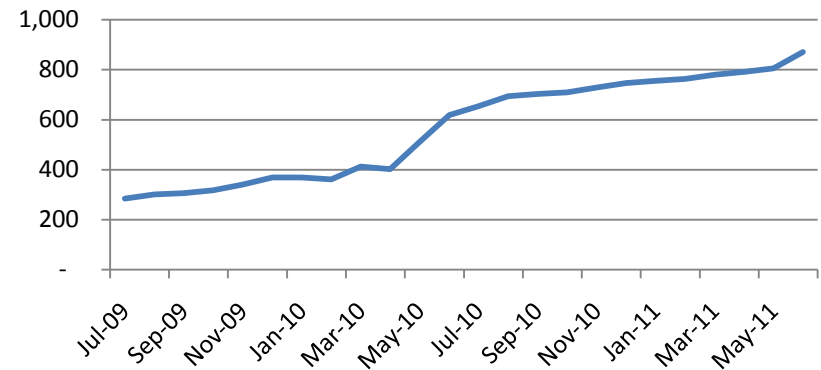
- 42% growth in revenue to HKD4.56 million when compared to H1 2010
- 41% growth in paying agencies to almost 900
- 102% increase in unique visitors
- 102% growth in listings
- 39% increase in page impressions
- New leadership and management
- Increased focus on the property developer market



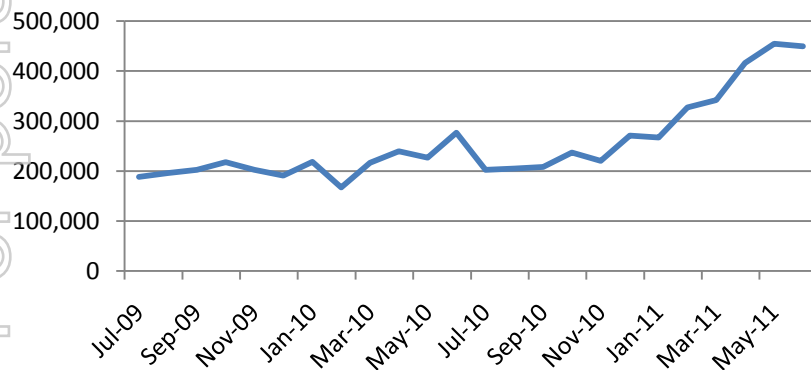
Hong Kong continues to build the platform for growth with significant improvements in all key metrics

- Clear leader in the market with agent penetration substantially ahead
- Increase in consumer and customer marketing activity driving awareness
- Consumer interface improvements and new channels opening up opportunities

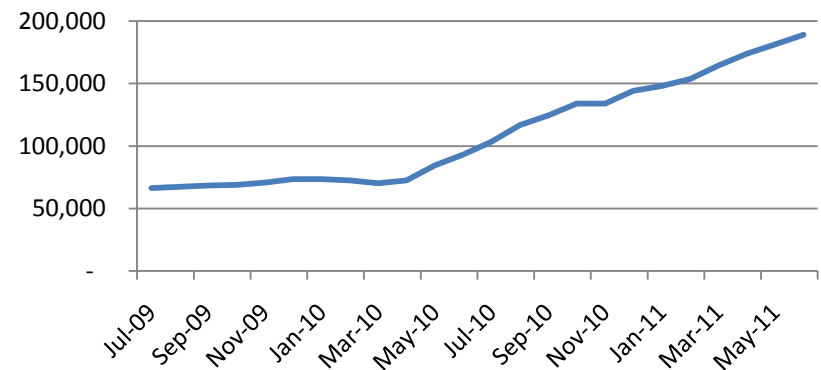
Agencies



Unique visitors



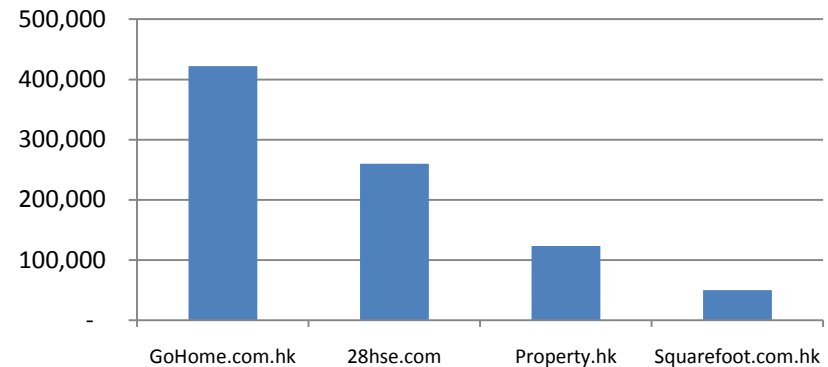
Listings



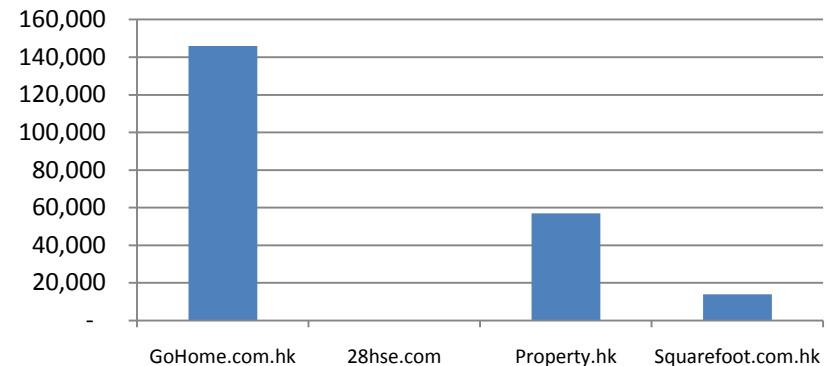
Operating the gomhome.com.hk portal, Hong Kong has extended its leadership position in the market

- Leading property portal in Hong Kong across all available measures
- Increased focus on capturing the property developer market
- New and improved product range driven by renewed local management

Google Adplanner



Comscore



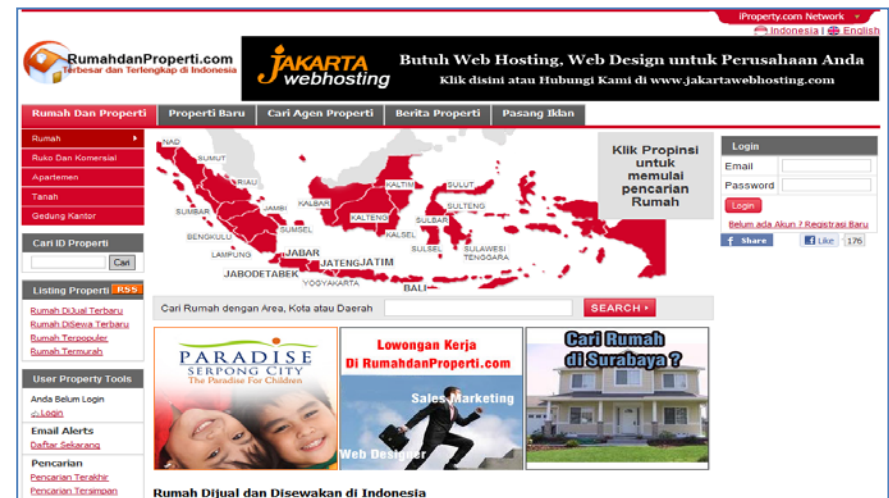
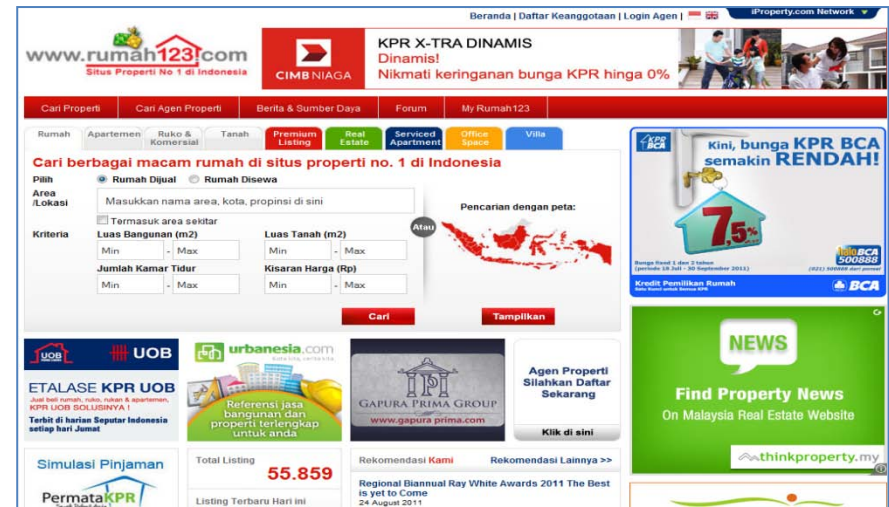
Traffic statistics for the month of June 2011

Indonesia



Recently completed acquisition of market leader rumah123.com in Indonesia will provide new growth opportunities for the Group

- More than 2,000 paying agents now subscribe to rumah123.com with another 6,000 registered in database
- Agreements in place with all major franchise groups in Indonesia
- Advertising relationships with leading property developers and financial institutions
- Improved consumer interface design
- More aggressive consumer and customer marketing activity
- Expanded team with a presence in all major regions across Indonesia
- Build on market leading position



Disclaimer

The material contained in this presentation is non-specific and is a summary of the background to the company's activities. As this information is in a summary form it is not intended to be complete. Independent advice should be sought by Investors or potential Investors. The material does not take into account the investment objectives, financial situation or needs of a particular investor and therefore should not be relied upon as investment advice to Investors or potential Investors.