

## ASX/MEDIA RELEASE

### **iProperty Group's 'rumah123.com' extends leadership over competitors in Indonesia according to independent sources.**

**Wednesday November 8<sup>th</sup>** – iProperty Group Ltd (ASX: IPP), the owner of Asia's No. 1 network of property portal sites under the iProperty brand ([www.iproperty.com](http://www.iproperty.com)), today released October performance data further confirming that Rumah123.com has extended its lead over its competitors in Indonesia and is now the clear leader and No.1 property portal in all key measurements.

The findings, verified by third party independent sources; Effective Measure, ComScore and Alexa.com, combined with analysis of publically available information, revealed that in October 2012 Rumah123.com has generated the highest unique visitors, paying agents, property listings and pageviews with the gap between rumah123.com and its competitors widened during the month.

The findings also revealed that Rumah123.com emerged as No.1 in the category for 'time on site' spent by consumers, a key metric when measuring consumer engagement. The percentage of users who accessed the property portal via their mobile also trumped other competitors.

Property Portals	Unique visitors*	Paying agents	Current Property listings	Page views (million)****	Time on site (ToS)**	Traffic rank (Alexa)	Mobile access*
<b>Rumah123.com network</b>	900,433	5,105	127,373	8	13.05	208	33,07%
Rumah.com	658,350	2,598***	96,504	4	7.13	239	20,34%
Rumahdijual.com	200,000	979***	7,882	3	5.26	358	
Propertykita.com	94,000	1,887***	15,088	1	6.37	N/A	

\*Effective measure

\*\*Alexa

\*\*\*Includes agents advertising for free as they cannot be separated

\*\*\*\*ComScore

Chief Executive Officer of the iProperty Group, Shaun Di Gregorio, said: "The results in October not only confirm our leadership position in Indonesia but illustrate the fact that we have gone further ahead of our competitors. This is testimony to and validation of the clear strategy we have in Indonesia and our focus on execution excellence in achieving our goals".

With a record number of unique visitors during October, rumah123.com generated more than 350,000 leads to advertisers – another record achievement. Consumers browse more pages and spend more time on the site, at an average of 13.05 minutes per session, cementing Rumah123.com's position as the leading property portal in Indonesia.

"The appointment of Andy Roberts as General Manager for Rumah123.com in June has coincided with acceleration in the growth of the key business performance metrics" added Di Gregorio

"The independently sourced data supports our strategy in Indonesia and demonstrates our commitment to understanding and meeting the needs of our consumers when they search for property. In tandem with this commitment, we work closely with our customers in providing them with an advertising platform that works. Rumah123.com will continue to develop innovative products and services to provide the best property search experience for consumers while maximizing lead generation for our advertisers." concluded Di Gregorio

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**About iProperty Group Limited** ([www.iproperty-group.com](http://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](http://iProperty.com.my)
- Indonesia: [rumah123.com](http://rumah123.com) and [rumahdanproperti.com](http://rumahdanproperti.com)
- Hong Kong: [GoHome.com.hk](http://GoHome.com.hk)
- Macau: [vProperty.com](http://vProperty.com)
- Singapore: [iProperty.com.sg](http://iProperty.com.sg)
- Commercial: [CommercialAsia.com](http://CommercialAsia.com)
- India: [in.iProperty.com](http://in.iProperty.com)
- Philippines: [iProperty.com.ph](http://iProperty.com.ph)
- Events: [expo.iproperty.com](http://expo.iproperty.com)
- Luxury: [iLuxuryasia.com](http://iLuxuryasia.com)