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(Market Sensitive)

HOME OPEN ACHIEVES FIRST IPHONE WHITE LABEL SALES

HIGHLIGHTS

- **First sales of Home Open white labelled iPhone version achieved**
- **White labelled version redesigned to individual agents existing branding**
- **Additional add on features fully customisable**
- **White label Android version under development**

Applabs Technologies Ltd (ASX Code: ALA) is pleased to provide an update on its exciting new real estate portal "Home Open".

A major milestone has been accomplished by the company by achieving its first sales of the white labelled version of the Home Open iPhone application. As part of the monetisation strategy for Home Open the company is offering a rebranded version of the Home Open portal to estate agents and franchises. The white label version gives the agents all the features available on the Home Open version, however is redesigned to the agents own branding. Additional custom features are also able to be integrated into the white label version.

Managing Director Stuart Kidd commented:

"This is a huge milestone for the company as it gives us great confidence that the product we have developed in Home Open will resonate with the Australian public and become a useful tool for real estate agents. Given we haven't launched or began marketing Home Open yet, achieving our first sales of the white label version is a great endorsement. All the white label sales so far have been achieved through engaging with agents during the registration process for Home Open"

"The white labelled version offers agents an affordable solution to have their own branded iPhone application with all the leading features of the Home Open portal"

For further Information, please contact

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