

## ASX Release

### Onthehouse.com.au Secures 12 month Suncorp Agreement

**12 March 2012** – Onthehouse Holdings Limited (ASX:OTH) ('Onthehouse') today announced it has entered into a 12 month sponsorship agreement with Suncorp Corporate Services Pty Ltd (a part of Suncorp Group Limited (ASX:SUN) 'Suncorp') to jointly leverage the onthehouse.com.au consumer property portal.

#### Under the agreement, Suncorp will:

- exclusively sponsor the banking category on the onthehouse.com.au website and the Onthehouse Property Values App; and
- partner with Onthehouse in promoting the benefits of the onthehouse.com.au content and products to the Australian public.

Onthehouse's Managing Director and CEO Mr Michael Fredericks said the agreement with Suncorp demonstrated Onthehouse's ability to continue to expand its audience and broaden its reach due to the unique nature of its content and products.

"The banking sector has been one of our most engaged industry sectors with Suncorp seizing a first mover advantage in the sector by utilising growth driven by consumer demand for real estate content." said Mr Fredericks.

"Onthehouse wanted a partner it could work with to empower and inform the Australian public through its products and Suncorp is in an ideal position to help us achieve this, particularly given their desire to continually provide relevant market information to their expanding customer base." he said.

"The onthehouse product offering will enable Suncorp customers to make more confident financial decisions in the residential property market" added Fredericks.

"The arrangement will see Suncorp and Onthehouse jointly promote the benefits our unique onthehouse.com.au website and Onthehouse Values App delivers to consumers."

"Suncorp and Onthehouse are also investigating other mutually beneficial content applications that allow both companies to capitalise on more integrated and targeted marketing and research activities."

The Onthehouse Consumer Online Division\* has achieved rapid organic traffic growth over the last 12 months, culminating in over 1 million unique browsers<sup>^</sup> in February 2012, representing 850% growth from February 2011.

The cash value of the 12 month agreement is significant for Onthehouse and is the first major monetisation contract for the onthehouse.com.au consumer portal. The financial impact of the agreement on the remainder of FY12 year does not materially result in a change in Onthehouse's overall expected FY12 forecast.

The agreement is binding and contains the material terms agreed between the parties. The parties have agreed to enter into a more detailed formal agreement containing these material terms (subject to any amendments which may be agreed by the parties) as soon as reasonably practicable.

-ENDS-

Members of Onthehouse Holdings Ltd.



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- \* Consumer Online Division excluding agent sites
- ^ Traffic source: Google Analytics.
- # Report source: Company Data

**About Onthehouse Holdings Limited**

Onthehouse Holdings Limited (ASX: OTH) is an ASX listed Australian online real estate content and services platform headquartered in Brisbane. The Company has three operating divisions.

The Consumer Online Division is a platform of publicly available real estate websites underpinned by [www.onthehouse.com.au](http://www.onthehouse.com.au), providing free access to an extensive database of real estate content and property values on most properties in Australia, including traditional real estate online classified listings. The website is comparable to successful offerings in the US (Zillow) and UK (Zoopla) and has very quickly become the third largest online real estate platform in Australia, currently attracting more than 1.3 million unique browsers per month.

The Real Estate Agency Solutions Division is a platform providing trust accounting solutions (sales and rental), office administration, property sales and management applications and other business performance tools for real estate agents adding to and utilising Onthehouse's extensive database.

The Information and Analytics Services Division leverages the Onthehouse and Residex extensive proprietary database of real-time and historical property information to provide customised data and reports to the Australian real estate industry and related industries.

**About Suncorp:**

Suncorp Group includes leading general insurance, banking, life insurance, superannuation and investment brands in Australia and New Zealand. The Group has around 16,000 employees and relationships with nine million customers. It is a Top 25 ASX listed company with over \$95 billion in assets. Today Suncorp is Australia's leading regional bank, largest domestic general insurance group, and second largest in New Zealand and has representation in 450 offices, branches and agencies throughout Australia and New Zealand.

Members of Onthehouse Holdings Ltd.

