

10 May 2017

## Corporate Announcement

### LocalAgentFinder to explore its strategic options including IPO

On the back of continued strong growth and a \$5.5m capital raising which closed in March 2017, LocalAgentFinder Limited (“LAF”), a leading Australian real estate agent comparison website, announces that it intends to explore strategic options which may include an initial public offering (“IPO”) of its shares or a strategic investment.

LAF has experienced rapid growth since it was founded in 2007. In the 12 months to April 2017, more than 65,000 homeowners have signed up to the LAF service to find a real estate agent to sell or rent out their property. LAF has an extensive network of engaged agents nationwide with representation from all of Australia’s leading real estate agency brands. Its recommendation platform is the most complete market offering of all Australian agent comparison websites, providing property owners with relevant information on the property market in their locality (including agent commissions, objective reviews and performance data), and connecting them to the most relevant agents in their area.

LAF’s Board has previously received a number of approaches from strategic investors and now intends to explore strategic options available to the company. Whilst the LAF Board’s preference is to pursue an IPO on the ASX, it may also consider proposals from strategic investors as part of this process.

LAF Chairman, Rupert Greenhough said, “We are very pleased with the continued strong growth of LAF. LAF has invested significantly in its technology platform and its people and anticipates that it will benefit from this investment going forward. As LAF moves to the next stage in its exciting journey, it is the right time to choose the best path in order to take advantage of the future exciting growth opportunities.”

LAF is currently in the process of expanding its Board and is in advanced discussions with a number of highly relevant and experienced non-executive directors.

Wilson Advisory has been appointed as financial advisor, and they join Gilbert + Tobin and Ernst & Young as the company’s advisor panel.

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