

13 March 2012

Suncorp Bank and Onthehouse team up to extend reach of free online property market information

onthehouse.com.au has taken a further step in establishing itself as Australia's leading online and mobile solution for real estate content and property values with the announcement today of a 12 month sponsorship deal with Australia's leading regional bank, Suncorp Bank.

Suncorp Bank will be the exclusive banking category sponsor of the growing onthehouse.com.au website and related Property Values App in what is onthehouse.com.au's first major sponsorship deal since the listing of Onthehouse Holdings Limited on the ASX in June 2011.

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

The Onthehouse Consumer Online Division* has achieved rapid organic traffic growth over the last 12 months, culminating in over 1 million unique browsers[^] in February 2012, representing 850 per cent growth from February 2011," Mr Fredericks said.

"Already, homeowners, investors, property enthusiasts and real estate agents are finding onthehouse.com.au's content and tools invaluable, and with this new partnership, Suncorp will help introduce the offering to a significant new audience," he said.

"We wanted a partner we could work with to empower and inform the Australian public with our useful property market information, and Suncorp is in an ideal position to help us achieve this given its extensive national reach and ability to build on the strength of its existing service proposition for customers.

"Suncorp was very quick to recognise the benefits onthehouse could bring in enhancing communications with current and prospective customers, by satisfying their growing demand for real estate data, including historical sales data, property values and listings information."

Suncorp Bank Executive Manager Customer Marketing and Strategy Todd Skerman said Suncorp was pleased to partner with Onthehouse and looked forward to leveraging the opportunity for its customers and business.

"Buying a house is one of the largest purchases, if not the largest, most Australians will make in their lifetime, so providing relevant information to help our customers in making such a big decision is vital," Mr Skerman said.

"We're seeing a strong demand from consumers for easily accessible real estate information, provided in a user-friendly way, to better equip them in making decisions about property purchases, and we believe Onthehouse is in a unique position to help us deliver this and truly add value for our customers," he said.

"The digital age is enabling us to provide an enhanced service for our customers in a more convenient fashion. Just like Onthehouse, Suncorp Bank is passionate about providing information to our customers to enable more confident decisions to be reached by both home owners and investors."

Mr Fredericks said Suncorp and Onthehouse would jointly promote the unique benefits the onthehouse.com.au website and Onthehouse Values App delivers to consumers and also investigate other mutually beneficial content applications that allow both companies to capitalise on more integrated and targeted marketing and research activities.

“Onthehouse is at the forefront of the Australian real estate industry in terms of product and content innovation,” Mr Fredericks said.

“We plan to significantly enhance our product offerings and look forward to working with Suncorp to collectively bringing new innovative products to market in the near future.”

The onthehouse.com.au website is in its own category in Australia, providing the Australian public with free access to an extensive database of real estate related content, including a mix of historical sales and listings information, comparative and analytical information and property values on over 12.9 million addresses in Australia. The website is comparable to the leading real estate portal in the US, Zillow.com, which listed on the NASDAQ in 2011.

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** Consumer Online Division excluding agent sites
^ Traffic source: Google Analytics.*

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, 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 portal in Australia, currently attracting more than 1.3 million unique browsers per month (including agent sites).

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.