

## ASX RELEASE

### BARRY RAFE APPOINTED CEO OF RESIDEX

**13 December 2012:** Onthehouse Holdings Limited (ASX:OTH). Onthehouse is pleased to announce the expansion of its Senior Management team with the appointment of Barry Rafe to the position of CEO of Residex.

Mr Rafe is past president of the Actuaries Institute, a Fellow of the Australian Institute of Company Directors and has held senior consulting positions at Accenture, Trowbridge Consulting, AMP and Mellon Bank.

Mr Rafe has been involved in some of Australia's largest financial services transactions, including as lead actuarial consultant to the National Australia Bank on their acquisition of MLC and CBA on their acquisition of Colonial. He has also advised the Australian Federal Government on health insurance and the introduction of lifetime health cover.

'I am committed to expanding on Residex's unique insights by leveraging off data provided through the portfolio of businesses owned by Onthehouse, and am excited by the challenges this role offers', Mr Rafe said.

Residex boasts a unique real estate market database, with over 20 years of proprietary real estate information and leading automated valuation technology. The Residex database is complemented by information sourced by the Onthehouse Group assets, which include property management and sales management software, online marketing, data, mobile and other business intelligence solutions for approximately half of every real estate agency in the country. Information is also supplied by the Group's rapidly growing online consumer audience.

"We are thrilled to be welcoming such a high calibre executive to the team, and we look forward to drawing from his vast experience in strategy, data analytics and research and development as we expand the onthehouse team," Onthehouse CEO, Michael Fredericks says.

The founder of Residex, John E. Edwards, will continue to support the business as a Director of Client Services.

"John's extensive wealth of knowledge in the real estate and banking sectors is an invaluable asset to Residex, and we look forward to capitalising on his experience in this new capacity," Mr Fredericks said.

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Members of Onthehouse Holdings Ltd.



## **About Onthefhouse Holdings Limited**

Onthefhouse Holdings Limited (ASX: OTH) is an ASX listed Australian online real estate content and services platform headquartered in Brisbane. The business divisions operated by the Company consist of:

The Consumer Online division provides a platform of publicly available real estate websites underpinned by the [www.onthefhouse.com.au](http://www.onthefhouse.com.au) website, 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 Solutions division provides tools for real estate agents, other property professionals and financial institutions. It provides an integrated platform for office administration, property sales and management applications, online advertising solutions and other business performance tools for real estate agents and data and valuation related services for financial institutions utilising Onthefhouse's extensive database.