

## ASX RELEASE

### Onthehouse maintains strong cash position and scales investment in talent and technology

**29 April 2013** – Onthehouse Holdings Limited (ASX:OTH) today released its quarterly cashflow report. Highlights include the following:

- Net operating cash flow increase of 7% on the same period last year (March quarter)
- Revenue increase of 25% on the same period last year (March quarter)
- Despite this growth in revenue, FY13 revenue is expected to be up to 5% lower than the Company's ambitious revenue target of \$25M for FY13
- Consumer online traffic and engagement continues to increase organically
- The Company has continued to deliver revenue growth whilst increasing its investment in head count and talent across all divisions, with a focus on the Consumer Online and data technology teams.

#### Financial Results

Net operating cash flow remains strong at \$1,678k for the March 2013 quarter, which represents a 7% increase on the same period last year. The quarter closed with a cash balance of \$3,483k compared to the 31 December 2012 balance of \$3,106k.

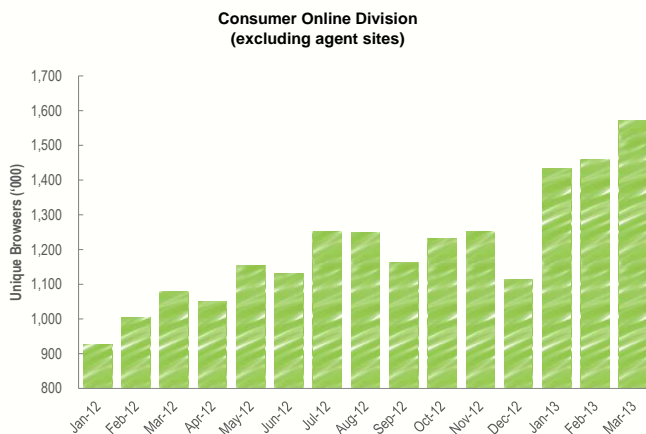
#### Growth in Real Estate Solutions Division

The Company's March 2013 quarter result further demonstrates the strength of the Company's revenue growth in the Real Estate Solutions Division, which has enabled the company to scale its investment in the Real Estate Solutions Division and Consumer Online and underlying real estate data technology capability.

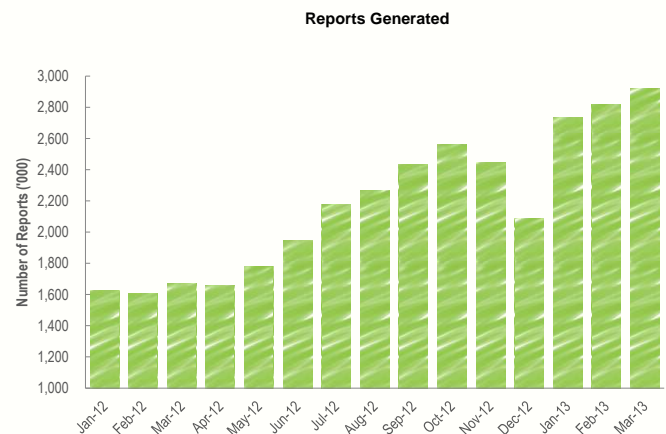
#### Growth in Consumer Online Division

The Consumer Online Division revenue also continued to grow in the March 2013 quarter. The Division's operating performance metrics have continued to scale organically:

- Traffic levels have surpassed 1.5 million unique visitors per month
- Audience engagement also continued to grow with the number of reports generated on the onthehouse.com.au portal exceeding 2.9 million in March 2013



Source: Google Analytics - Mar 2013 - may include duplication



Source: onthehouse.com.au Internal Reporting

Members of Onthehouse Holdings Ltd.



## Outlook

Ambitious online media revenue targets were established for the Consumer Online Division in FY13. As noted previously, the Company has been involved in ongoing discussions with a number of opportunities which are broader than just traditional advertising media arrangements, which are more complex and sophisticated in nature and as such, have given rise to some potential delays in concluding any arrangements.

While this deferral will have an impact on the Company's ambitious FY13 revenue target, the Company's Real Estate Solutions Division and other Consumer Online Division revenue projections are on track to once again deliver growth from the previous year, with the Company's expected full year revenue result to be within 5% of its FY13 target of \$25 million. This expected shortfall in revenue will of course have a corresponding impact on the Company's earnings for the year, which the Company was originally targeting to be flat compared to last year, reflective of the Company's increased investment back into the Company's Consumer Online team and underlying real estate data platform.

Managing Director and CEO Michael Fredericks said *"I am pleased to report that the Company continues to deliver on its unique business strategy and growth trajectory. The Company's continued growth over the March 2013 quarter builds on the Company's strong performance in the first half of this financial year."*

*"Our continuing growth in all key Consumer Online metrics remains very encouraging as it continues to be generated organically. This level of organic online traffic growth is an anomaly in Australia, given that it has not been underwritten by advertising spend. Accordingly, Onthefhouse is continuing to invest in its Consumer Online talent pool, products and underlying data technology, funded from existing revenue generating assets, whilst remaining profitable and retaining a comfortable cash flow position. We are in great shape strategically and financially."*

The Appendix 4C for Onthefhouse for the quarter ended 31 March 2013 is attached.

For further information please contact:

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## 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 1.5 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.

Rule 4.7B

# Appendix 4C

## Quarterly report for entities admitted on the basis of commitments

Introduced 31/03/00 Amended 30/09/01, 24/10/05, 17/12/10

Name of entity

Onthehouse Holdings Limited

ABN

97 150 139 781

Quarter ended ("current quarter")

31 March 2013

### Consolidated statement of cash flows

Cash flows related to operating activities	Current quarter	Year to date (9 months)
	\$A'000	\$A'000
1.1 Receipts from customers	6,804	19,410
1.2 Payments for		
(a) staff costs	(2,516)	(6,718)
(b) advertising and marketing	(29)	(112)
(c) research and development	-	-
(d) leased assets	-	-
(e) other working capital	(2,382)	(6,933)
1.3 Dividends received	-	-
1.4 Interest and other items of a similar nature received	12	41
1.5 Interest and other costs of finance paid	(93)	(311)
1.6 Income taxes paid	(118)	(148)
1.7 Other	-	-
<b>Net operating cash flows</b>	<b>1,678</b>	<b>5,229</b>

+ See chapter 19 for defined terms.

	Current quarter \$A'000	Year to date (6 months) \$A'000
1.8 Net operating cash flows (carried forward)	<b>1,678</b>	<b>5,229</b>
<b>Cash flows related to investing activities</b>		
1.9 Payment for acquisition of:		
(a) businesses (item 5) – net of cash acquired	-	(3,604)
(b) equity investments	-	-
(c) intellectual property	-	-
(d) physical non-current assets	(261)	(698)
(e) software and data intangibles	(578)	(1,601)
1.10 Proceeds from disposal of:		
(a) businesses (item 5)	-	-
(b) equity investments	-	-
(c) intellectual property	-	-
(d) physical non-current assets	-	-
(e) other non-current assets	-	-
1.11 Loans to other entities		
1.12 Loans repaid by other entities		
1.13 Other (provide details if material)		
<b>Net investing cash flows</b>	<b>(839)</b>	<b>(5,903)</b>
<b>1.14 Total operating and investing cash flows</b>	<b>839</b>	<b>(674)</b>
<b>Cash flows related to financing activities</b>		
1.15 Proceeds from issues of shares, options, etc.	-	-
1.16 Transaction costs on issue of shares	-	-
1.17 Proceeds from borrowings	-	2,839
1.18 Repayment of borrowings	(462)	(1,255)
1.19 Dividends paid	-	(493)
1.20 Other (provide details if material)	-	-
<b>Net financing cash flows</b>	<b>(462)</b>	<b>1,091</b>
<b>Net increase (decrease) in cash held</b>	<b>377</b>	<b>417</b>
1.21 Cash at beginning of quarter/year to date	3,106	3,066
1.22 Exchange rate adjustments to item 1.20	-	-
<b>1.23 Cash at end of quarter</b>	<b>3,483</b>	<b>3,483</b>

+ See chapter 19 for defined terms.

## Payments to directors of the entity and associates of the directors

### Payments to related entities of the entity and associates of the related entities

	Current quarter \$A'000
1.24 Aggregate amount of payments to the parties included in item 1.2	-
1.25 Aggregate amount of loans to the parties included in item 1.11	-

1.26 Explanation necessary for an understanding of the transactions

## Non-cash financing and investing activities

2.1 Details of financing and investing transactions which have had a material effect on consolidated assets and liabilities but did not involve cash flows

N/A

2.2 Details of outlays made by other entities to establish or increase their share in businesses in which the reporting entity has an interest

N/A

## Financing facilities available

*Add notes as necessary for an understanding of the position.*

	Amount available \$A'000	Amount used \$A'000
3.1 Loan facilities	4,580	3,919
3.2 Credit standby arrangements	575	458

+ See chapter 19 for defined terms.

## Reconciliation of cash

Reconciliation of cash at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts is as follows.		Current quarter \$A'000	Previous quarter \$A'000
4.1	Cash on hand and at bank	3,483	3,106
4.2	Deposits at call	-	-
4.3	Bank overdraft	-	-
4.4	Other (provide details)	-	-
<b>Total: cash at end of quarter</b> (item 1.23)		3,483	3,106

## Acquisitions and disposals of business entities

	Acquisitions (Item 1.9(a))	Disposals (Item 1.10(a))
5.1	Name of entity	
5.2	Place of incorporation or registration	
5.3	Consideration for acquisition or disposal	
5.4	Total net assets	
5.5	Nature of business	

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+ See chapter 19 for defined terms.

### Compliance statement

1. This statement has been prepared under accounting policies which comply with accounting standards as defined in the Corporations Act (except to the extent that information is not required because of note 2) or other standards acceptable to ASX.
2. This statement does give a true and fair view of the matters disclosed.

Sign here:

Date: 29 April 2013



Company secretary

Print name: Sue Whidborne

### Notes

1. The quarterly report provides a basis for informing the market how the entity's activities have been financed for the past quarter and the effect on its cash position. An entity wanting to disclose additional information is encouraged to do so, in a note or notes attached to this report.
2. The definitions in, and provisions of, AASB 107: Statement of Cash Flows apply to this report except for any additional disclosure requirements requested by AASB 107 that are not already itemised in this report.
3. **Accounting Standards** ASX will accept, for example, the use of International Financial Reporting Standards for foreign entities. If the standards used do not address a topic, the Australian standard on that topic (if any) must be complied with.

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