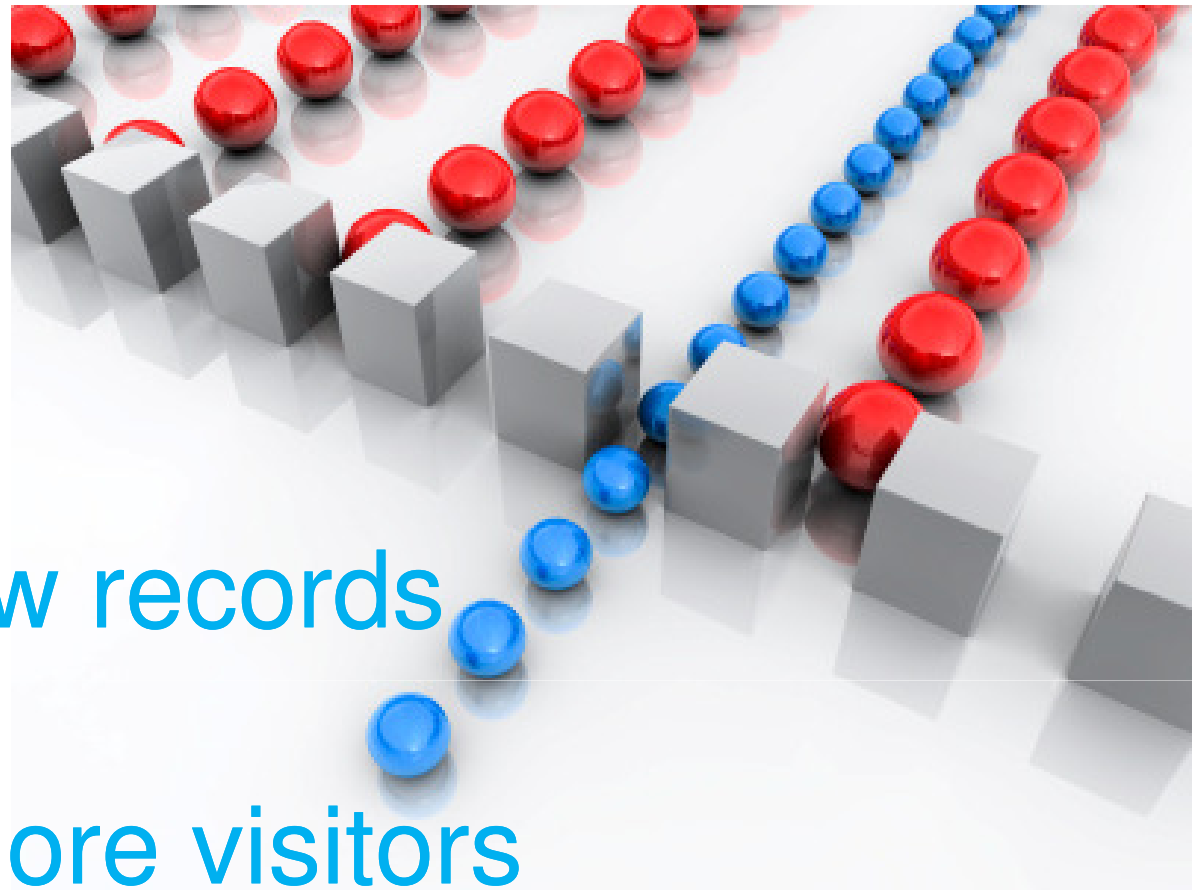




realestate.co.nz

the only place for your place

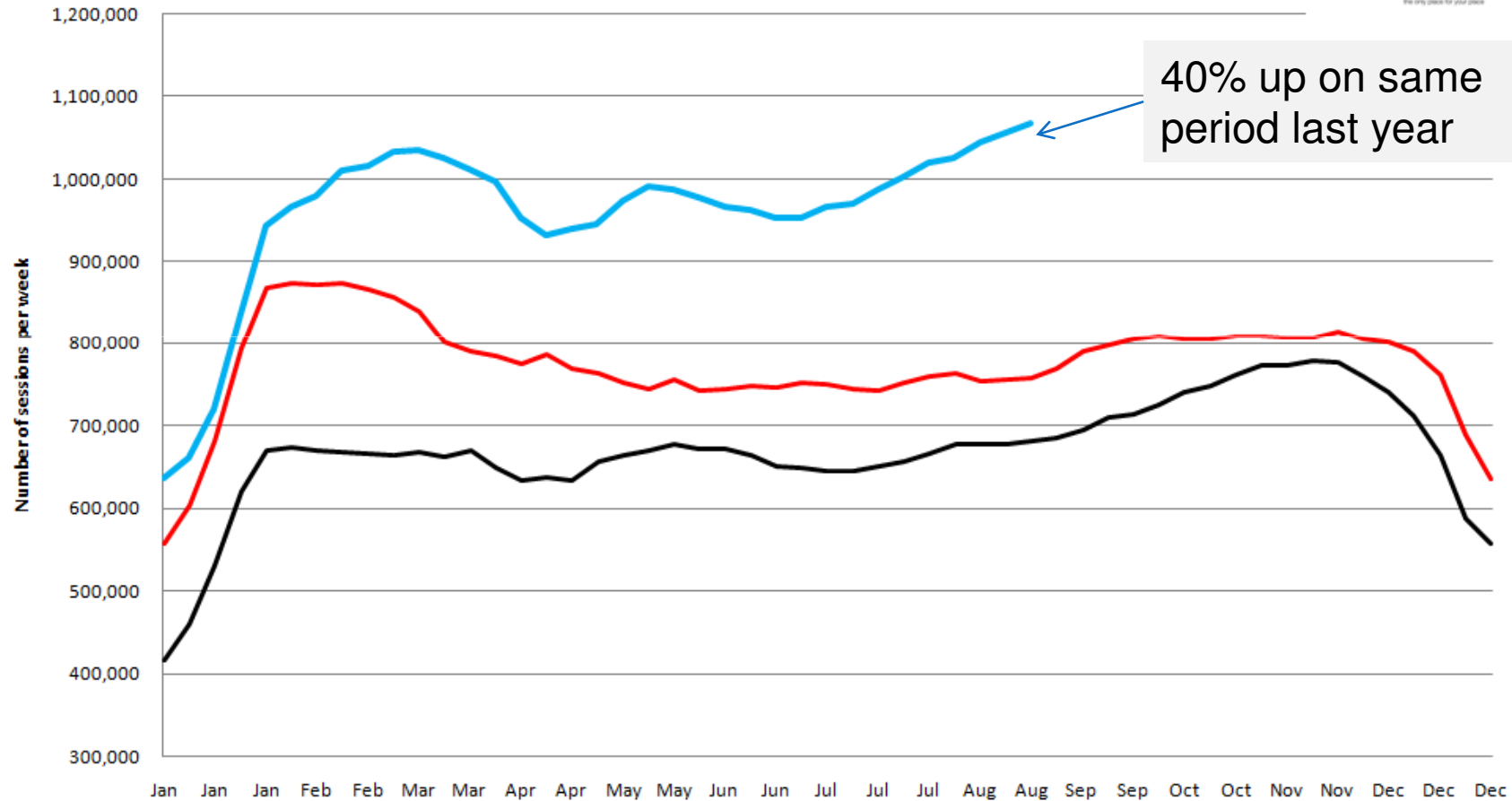


- Breaking new records
- Delivering more visitors
- Delivering greater value

Online search keeps growing – record weeks in August

Real Estate Listings websites

Total weekly sessions (4 week moving average)

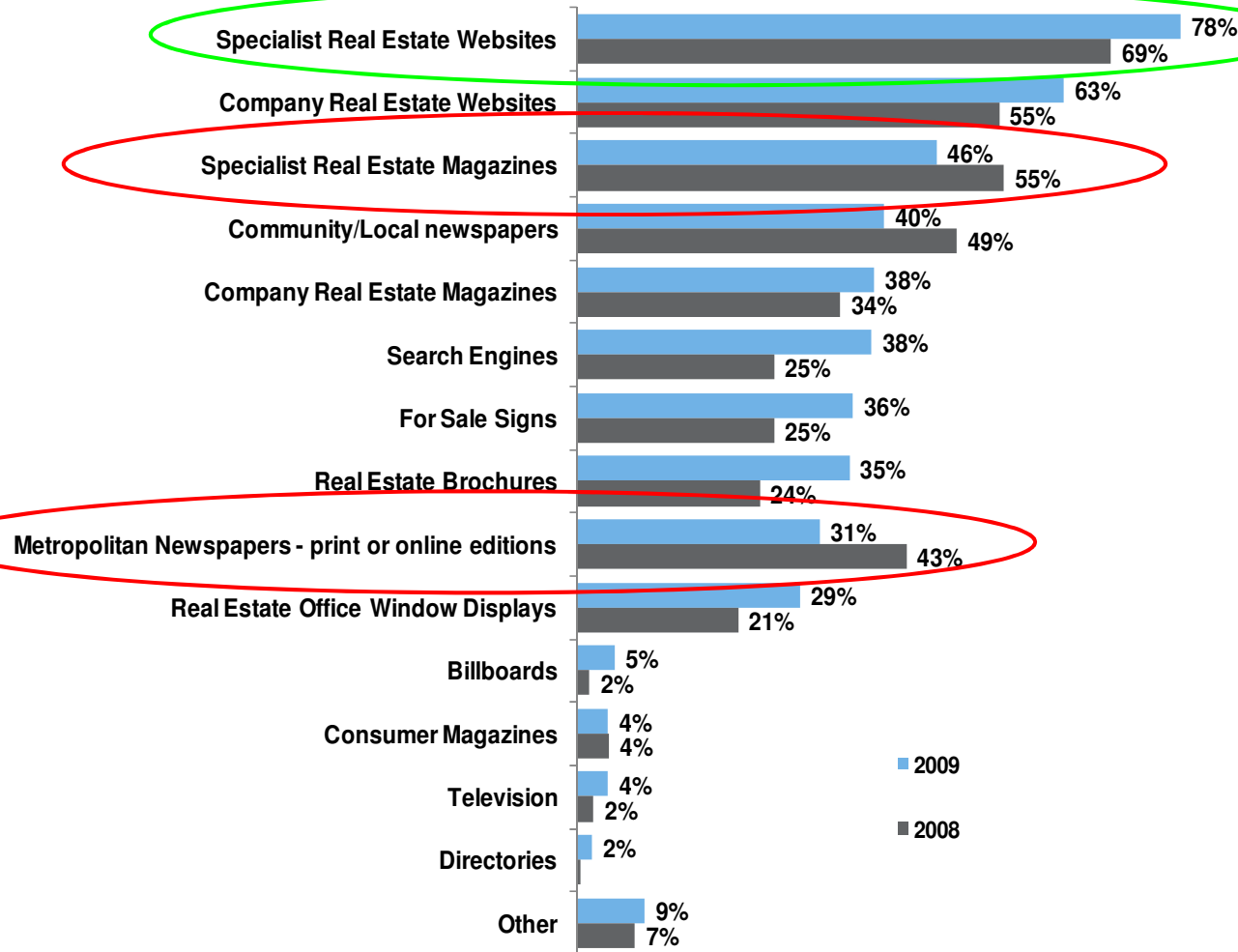


Source : Nielsen Online Weekly Domestic Total Sessions across 8 major websites

— 2007 — 2008 — 2009

Buyers go first to the web – use of newspapers in serious decline

Media consulted for real estate research in the past week



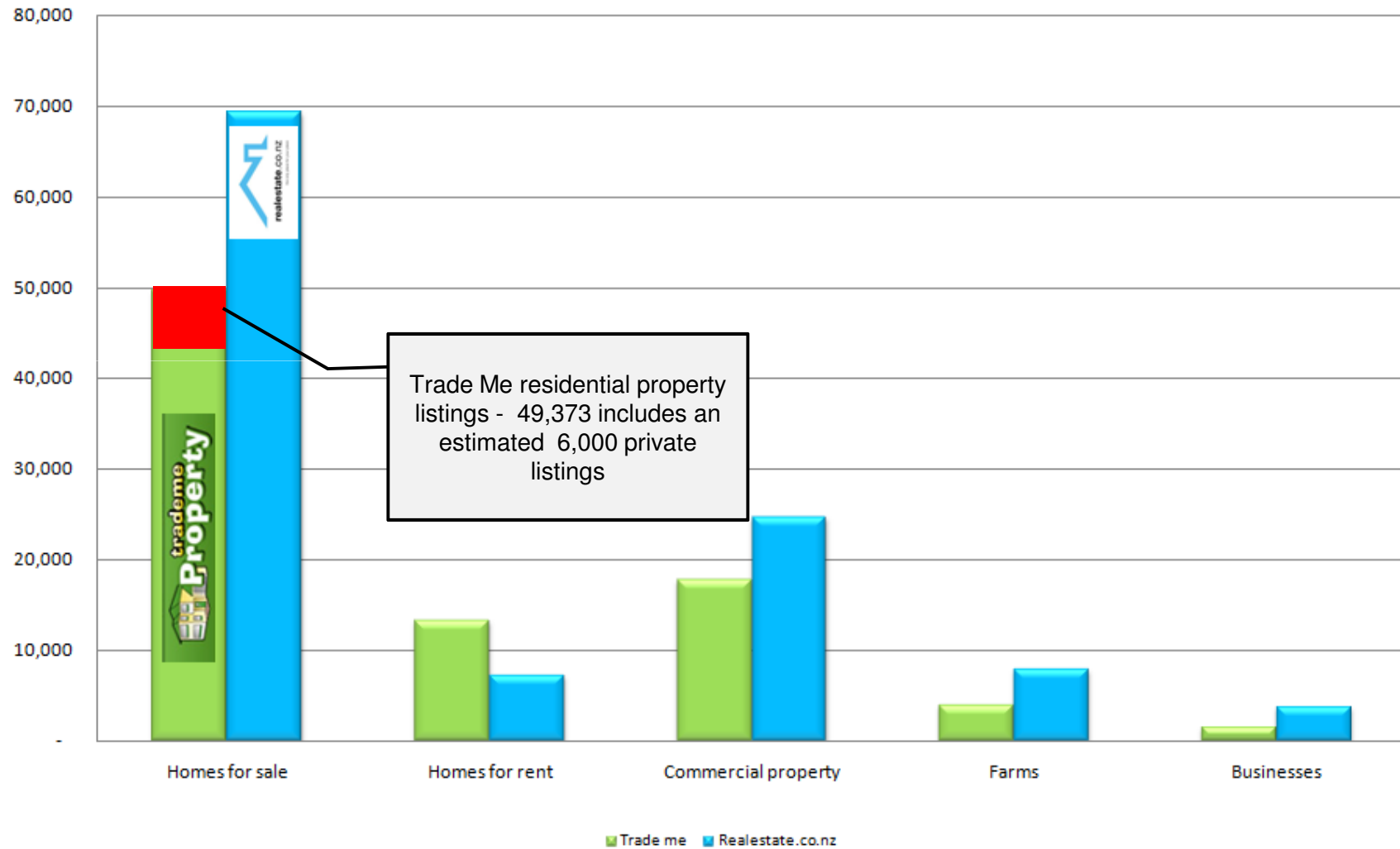
Realestate.co.nz

- The #1 most comprehensive website for real estate
- The #1 international website for NZ real estate
- The industry owned website protecting and supporting the industry – adding value

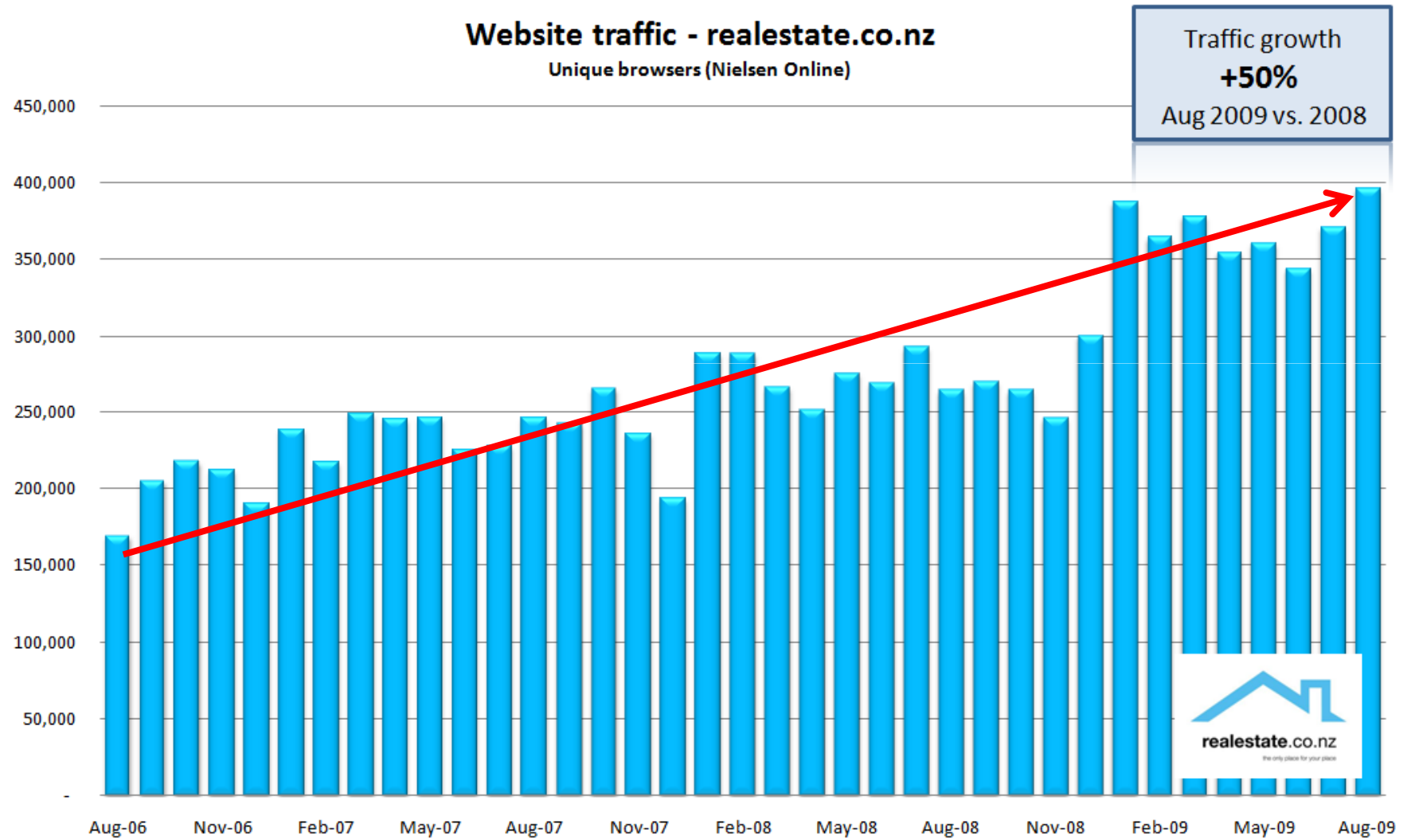
The screenshot displays the Realestate.co.nz website interface. At the top left is the logo with the tagline "the only place for your place". A navigation bar includes categories like "Homes for Sale", "Lifestyle", "Sections", "Homes for Rent", "Homes", "Commercial", "Businesses", "Farms & Agricultural Land", and "Ideas". A search sidebar on the left offers filters for "All regions", "All districts", "All suburbs", "Any property type", and "Bedrooms", along with a price range from "\$0" to "\$2.5m+". Below the search bar are sections for "My Property", "User Login", and "Top Searches". The main content area features a grid of property listings with images, location names (e.g., "ALBANY, North Shore City", "Murrays Bay, North Shore City", "TE ATATU PENINSULA..."), and prices or statuses (e.g., "POA", "\$749,000", "Auction"). A text block at the bottom of the main area states: "New Zealand's official real estate website and the most comprehensive content of any real estate website in NZ - featuring over 109,000 listings for sale or rent. Realestate.co.nz is the easy way to find all sorts of places. Every property featured on the site is listed by a Licensed Real Estate Agent, being a".

Buyers recognise the value of comprehensive listings

Listings comparison - July 2009



Fastest growing website in NZ – c. 400,000 unique visitors



..however realestate.co.nz attracts a unique audience

In August - 58% of visitors to realestate.co.nz

DID NOT VISIT trade me property website

– that is over 228,000 unique property seekers



167,238 UB's
visited BOTH sites



realestate.co.nz
the only place for your place

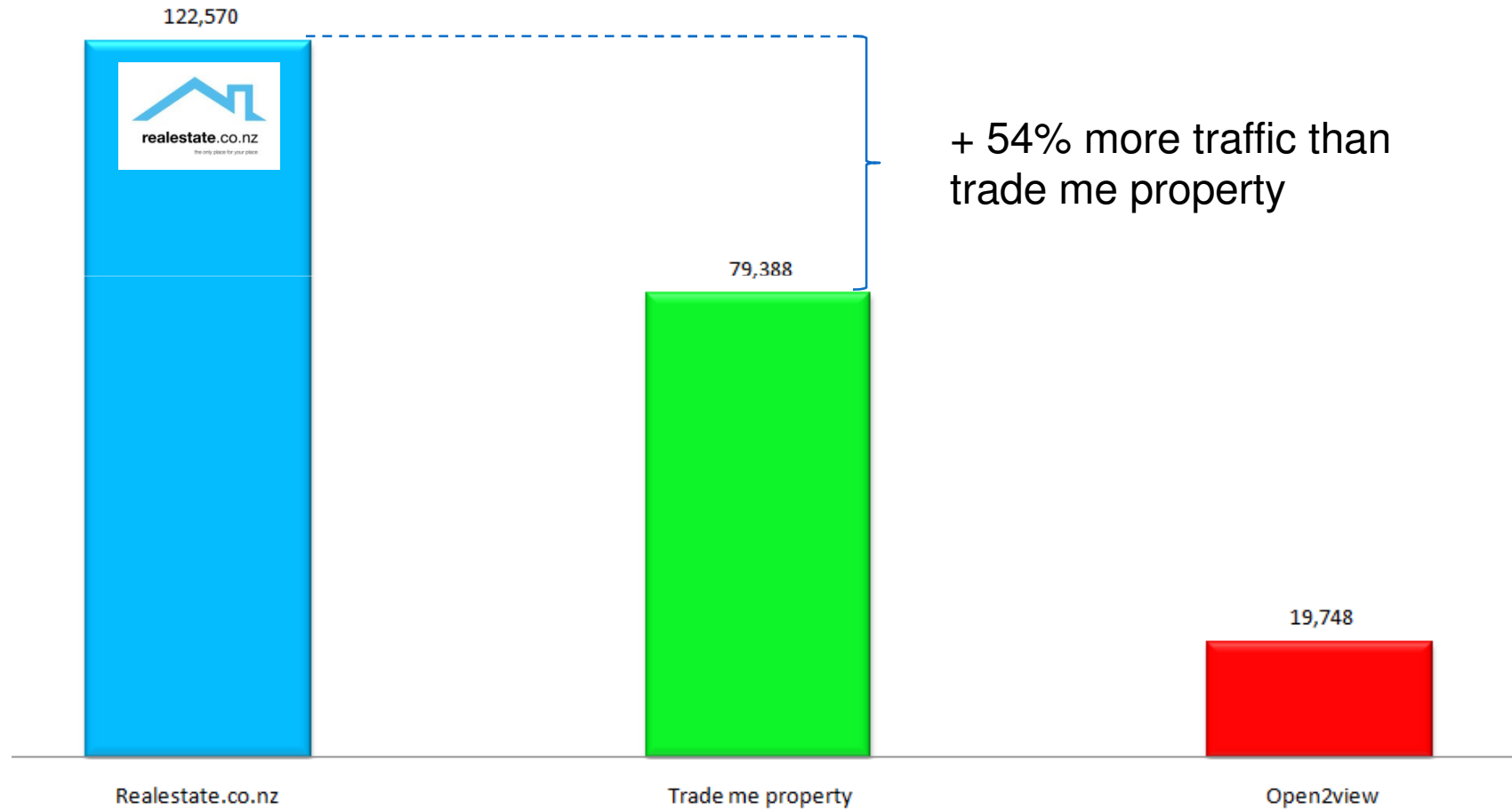
228,727 Unique visitors visited
realestate.co.nz - but did NOT
visit trade me property



realestate.co.nz
the only place for your place

Realestate.co.nz is the market leader for international visitors searching for NZ real estate...

International visitor traffic to NZ real estate listings – August 2009



...with favourite NZ countries choosing realestate.co.nz!

International visitor traffic to NZ real estate listings

(July 2009 - Nielsen Online : UB's)

