

ASX RELEASE

ONTHEHOUSE ENTERS STRATEGIC CONTENT PARTNERSHIP WITH HIPAGES GROUP

12 November 2013: Onthehouse Holdings (ASX:OTH) today announced an industry-first strategic partnership with hipages Group, Australia's largest network of trade professionals. The deal will see onthehouse.com.au and hipages.com.au share content, revenues and open up new audiences for two of Australia's leading consumer websites.

The partnership will give onthehouse.com.au visitors access to hipages trade professionals directly from within the site, making it easier for home owners to source local experts who can help them fulfil their home improvement needs.

Onthehouse Holdings CEO Michael Fredericks said "The deal is just the first phase of the relationship, opening new commercial opportunities for the property portal. Together, the sites will host nearly 2 million visitors every month."

"Home owners and investors visiting onthehouse.com.au are interested in improving the value of their property, and now they can do it much more succinctly and directly, from the onthehouse site with the added value of hipages information."

"Hipages and Onthehouse is a perfect marriage. Our model is all about empowering the consumer to make better property decisions and now we can not only provide our customers with access to free property data, but now we can also make introductions to the local property and trade experts," he said.

The partnership will launch to the market in early 2014.

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Members of Onthehouse Holdings Ltd.



About Onthehouse

Onthehouse Holdings (ASX: OTH) is an ASX listed Australian online real estate content and service 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 <http://www.onthehouse.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 using Onthehouse's extensive database.

About hipages.com.au

hipages.com.au is the largest service-finding business in Australia specialising in home improvements with just under one million visitors to the site each month. With a network of over 39,000 suppliers, hipages.com.au offers customers streamlined access to the best services and tradesmen in the industry. Boasting an extensive directory of builders, electricians and plumbers, hipages.com.au engages a broad spectrum of home renovation needs. Today hipages.com.au books over 30,000 jobs each month.