

*For Immediate Release*

## **CEO's Quarterly Report for realestate.com.au – September 2003 Quarter**

### **Continued Strong Growth in September Quarter**

During the September 2003 quarter, **realestate.com.au** continued to deliver strong growth in its performance. This growth was highlighted by a 9.5 percent increase in agents subscribing, the purchase of additional online advertising by real estate agents and **realestate.com.au** continuing to be the most visited real estate site in Australia.

According to Simon Baker, Chief Executive Officer of **realestate.com.au**, "We are pleased with the strong growth of the business. The continued sign up of Australian real estate agents to the service indicates that they are embracing the internet as a cost effective advertising medium."

"We are also extremely pleased with the take up of additional advertising packages including banner advertising, eBrochures and Featured Agents. This indicates that agents are now looking beyond only advertising their listings to finding new and innovative ways to advertise their brand to Australia's largest online audience."

### **Significant Financial Performance Growth**

The financial highlights for the September 2003 quarter include:

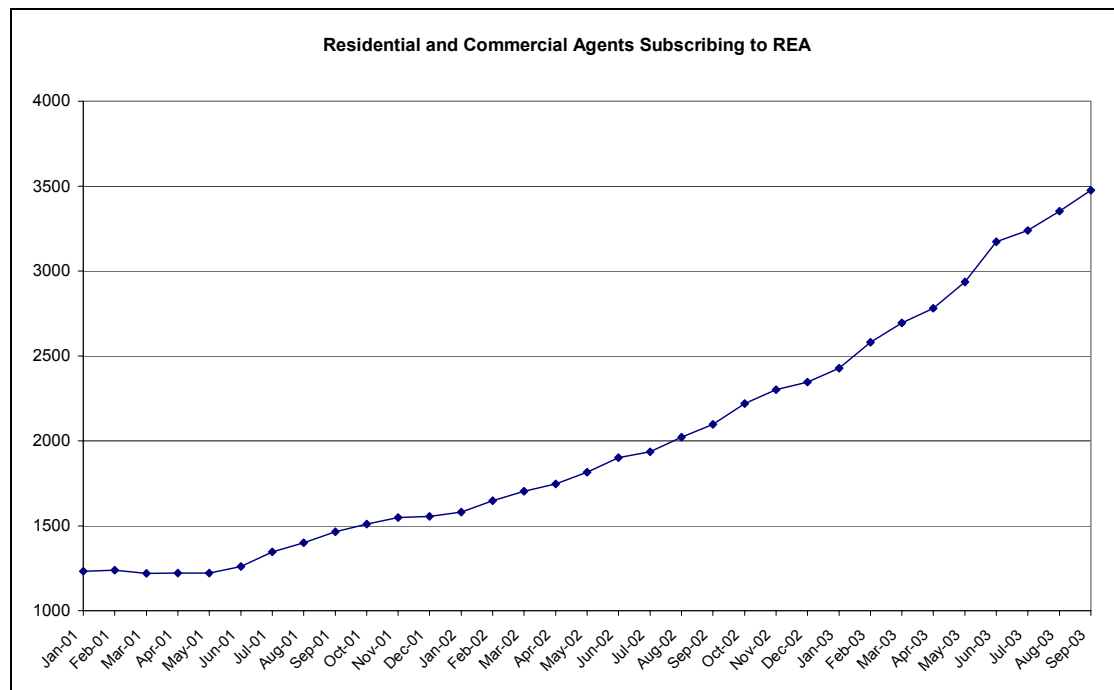
- Operationally cash flow positive by \$560,800
- Cash at bank increased to \$2.7 million at the end of the quarter
- Revenue increased by 20.9% over the previous quarter
- Q1 FY2004 revenues increased by 88.7% over Q1 FY2003 revenues

### **Continued Increase in Agents<sup>1</sup> Advertising**

In the September quarter, 337 agents joined **realestate.com.au** and only 35 ceased to be subscribers. As at 30 September 2003, there were 3,476 agents subscribing and it is estimated that between 40% - 45% of Australian agents now use **realestate.com.au** to advertise their vendors' and landlords' properties and their brand to Australia's largest online real estate audience.

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<sup>1</sup> Agents includes residential agents and commercial agents



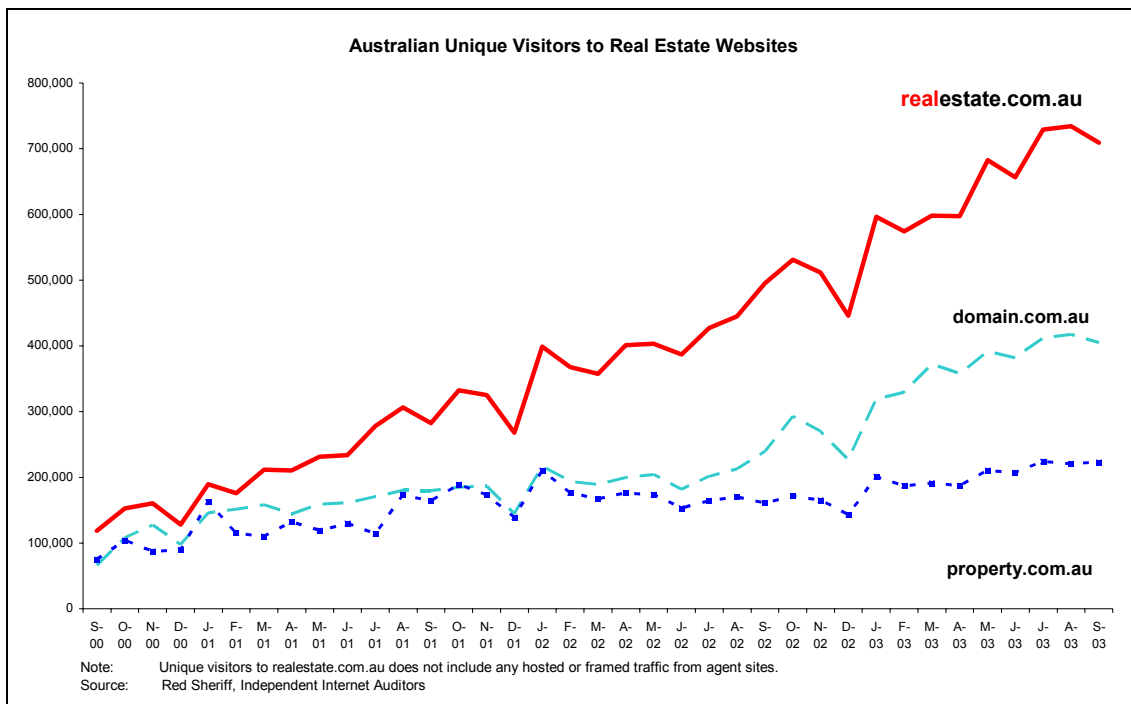
### Continuing to be Australia's Most Visited Real Estate Site

According to Red Sheriff, Independent Internet Auditors, **realestate.com.au** continues to be the most visited real estate site in the country.

Important information for the quarter includes:

- Australian visitors (readership) to **realestate.com.au** grew by 12.2% over the June 2003 quarter
- **realestate.com.au** had an international readership of 96,000 in September
- **realestate.com.au** is the most popular real estate site in each State.
- **realestate.com.au** continues to lead other portal sites in Australia with more visitors than its major portal competitors combined<sup>2</sup>

<sup>2</sup> Red Sheriff, Independent Internet Auditors



Given the strong growth of the business and its stable financial position, **realestate.com.au** is no longer required to issue quarterly 4C statements to the market. As such this will be the last 4C statement issued by the company. Cash flow will continue to be reported in the half yearly and full year financial reports.

**For further information contact:**

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# Appendix 4C

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

Introduced 31/3/2000. Amended 30/9/2001

Name of entity

realestate.com.au

ABN

54 068 349 066

Quarter ended ("current quarter")

30 September 2003

### Consolidated statement of cash flows

Cash flows related to operating activities	Current quarter \$A'000	Year to date (Three months) \$A'000
1.1 Receipts from customers	3,528.1	3,528.1
1.2 Payments for		
(a) staff costs	(1,544.4)	(1,544.4)
(b) advertising and marketing	(510.8)	(510.8)
(c) research and development	-	-
(d) leased assets	(15.1)	(15.1)
(e) other working capital	(915.0)	(915.0)
1.3 Dividends received	-	-
1.4 Interest and other items of a similar nature received	25.4	25.4
1.5 Interest and other costs of finance paid	(7.4)	(7.4)
1.6 Income taxes paid	-	-
1.7 Other	-	-
<b>Net operating cash flows</b>	<b>560.8</b>	<b>560.8</b>

+ See chapter 19 for defined terms.

**Appendix 4C**  
**Quarterly report for entities**  
**admitted on the basis of commitments**

	Current quarter \$A'000	Year to date (Three months) \$A'000
1.8 Net operating cash flows (carried forward)	560.8	560.8
<b>Cash flows related to investing activities</b>		
1.9 Payment for acquisition of:		
(a) businesses (item 5)	-	-
(b) equity investments	-	-
(c) intellectual property	-	-
(d) physical non-current assets	(154.1)	(154.1)
(e) other non-current assets	-	-
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>(154.1)</b>	<b>(154.1)</b>
<b>1.14 Total operating and investing cash flows</b>	<b>406.7</b>	<b>406.7</b>
<b>Cash flows related to financing activities</b>		
1.15 Proceeds from issues of shares, options, etc.	80.0	80.0
1.16 Proceeds from sale of forfeited shares	-	-
1.17 Proceeds from borrowings	-	-
1.18 Repayment of borrowings	-	-
1.19 Dividends paid	-	-
1.20 Other (provide details if material)	-	-
<b>Net financing cash flows</b>	<b>80.0</b>	<b>80.0</b>
<b>Net increase (decrease) in cash held</b>	<b>486.7</b>	<b>486.7</b>
1.21 Cash at beginning of quarter/year to date	2,190.8	2,190.8
1.22 Exchange rate adjustments to item 1.20	-	-
1.23 <b>Cash at end of quarter</b>	<b>2,677.5</b>	<b>2,677.5</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	28.2
1.25	Aggregate amount of loans to the parties included in item 1.11	Nil
1.26	Explanation necessary for an understanding of the transactions	
	N/A	

**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
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- 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
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**Financing facilities available**

*Add notes as necessary for an understanding of the position. (See AASB 1026 paragraph 12.2).*

		Amount available \$A'000	Amount used \$A'000
3.1	Loan facilities	1,550.0	750.0
3.2	Credit standby arrangements	N/A	N/A

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**Appendix 4C**  
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**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	827.5	890.8
4.2	Deposits at call	1,850.0	1,300.0
4.3	Bank overdraft	N/A	N/A
4.4	Other (provide details)	N/A	N/A
<b>Total: cash at end of quarter</b> (item 1.22)		2,677.5	2,190.8

**Acquisitions and disposals of business entities**

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

**Compliance statement**

- 1 This statement has been prepared under accounting policies that 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 ~~not~~\* (*delete one*) give a true and fair view of the matters disclosed.

Sign here: [Original signed] ..... Date: 23/10/2003  
 Company Secretary

Print name: Nick Geddes

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## 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 1026: Statement of Cash Flows* apply to this report except for the paragraphs of the Standard set out below.
  - 6.2 - reconciliation of cash flows arising from operating activities to operating profit or loss
  - 9.2 - itemised disclosure relating to acquisitions
  - 9.4 - itemised disclosure relating to disposals
  - 12.1(a) - policy for classification of cash items
  - 12.3 - disclosure of restrictions on use of cash
  - 13.1 - comparative information
3. **Accounting Standards.** ASX will accept, for example, the use of International Accounting 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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