Record Traffic Reported for PropertyGuru Group

Singapore's PropertyGuru.com.sg is "World's 8th Most Dominant Property Portal"

Singapore, 3rd April, 2012 – PropertyGuru Group saw an increase of 168% in Internet traffic over the previous 12 months, recording an all-time high in February 2012 with almost 8 million monthly visitors compared with 2.5 million the same time last year. The Group also saw record numbers in members, online leads generated for advertisers, as well as page views. Key drivers for the traffic growth include increased market share in its four core markets, growing importance of editorial and mobile traffic, as well as commercial property demand.

World's 8th Most Dominant Property Portal:

In a report published by the industry website "PropertyPortalWatch" on 7th March 2012, PropertyGuru.com.sg was placed as the world's 8th most dominant property portal. Over 8 percent of the Singapore population were estimated to be using the website every month. It is also the only Asian based website placed in the top 10.

Singapore's 2nd Most Popular Domestic Website:

According to Hitwise (a third party audited online research service, provided by global firm Experian), PropertyGuru's Singapore websites PropertyGuru.com.sg and CommercialGuru.com.sg accounted for 49.2% of all property-related page views originating from Singapore. In addition, according to Alexa.com PropertyGuru.com.sg is now the 15th largest website in Singapore and 2nd largest domestic website in Singapore behind DBS.com.

Most Popular Websites in Business and Finance - Property ranked by Page Views
Month of February 2012

Rank	Websites (917 returned)	Page Views ▼	Rank Jan 12	Rank Dec 11	Rank Nov 11
1	PropertyGuru.com.sg	44.27%	1	1	1
2	Housing & Development Board I...	18.19%	2	2	2
3	CommercialGuru.com.sg	4.93%	3	7	5

Source: Hitwise Experian (March 2012)

CommercialGuru Growth:

Singapore's leading commercial real estate site CommercialGuru moved from 7th spot to 3rd most popular property website for Singapore for the first time. The site accounted for almost 5 percent of all property-related internet page views from Singapore in February 2012. Launched in August 2010, CommercialGuru was created to cater to the growing demand for commercial and industrial space by businesses, as well as savvy real estate investors. Since its launch, traffic and listings have grown rapidly with approximately 180,000 visitors now viewing close to 3 million commercial property pages monthly.

Mobile Traffic Explosion:

Over the last 18 months, the Company has focused heavily on mobile innovation. This has included development of consumer and agent mobile applications for iPhone, iPad, Android and Blackberry devices in 4 countries to allow for greater ease and accessibility to PropertyGuru's websites while on the go. With over 40,000 mobile applications downloads occurring in January 2012, mobile traffic now accounts for

almost 20 percent of the total traffic to PropertyGuru's websites, particularly in the Singapore and Thailand markets.

In terms of number of website visits, this rise in the uptake of mobile by consumers translates into a significant increase of 63% to PropertyGuru's website since August 2011.

Editorial Traffic Triples in 6 Months:
Supporting this traffic growth over the last 12 months, has been PropertyGuru's focus on quality property-focused editorial news, features and research across the Company's four countries – in three languages (English, Indonesian Bahasa and Thai). This has led to a tripling in editorial page views just in the last six months – supported by a focus on high quality, relevant and timely news stories, interviews, research and features produced by the company's full-time professional journalists for its online, mobile and print products in Singapore, Malaysia, Indonesia and Thailand. In addition, new editorial syndication partnerships, increased reader interaction and social media commentary as well as Yahoo! partnership has contributed to the success.

Increasing Market Share Internationally:
In line with the company's aim of expanding its property portal share in the region, PropertyGuru has also experienced a greater presence in the region with steady increases in the number of website visits in neighbouring countries such as Thailand, Malaysia and Indonesia since April 2011.

This is especially so in Thailand, which saw a record number of about 1,400,000 visitors in the month of January 2012, a rise of 64% since April 2011, a trend which is also seen in Malaysia with a 2.5 times growth in visitors and Indonesia with an increase in 58% in webpage views over the same period.

—END—

Media Contact:
Ms Winnie Khoo, Chief Operating Officer
Contact number: +65 6238 5971
Email: winnie@allproperty.com.sg

About PropertyGuru Group:

PropertyGuru was founded in 2006 as a self-funded company, with a vision to make the property search process a breeze for buyers, sellers and investors. Taking advantage of Asia's growing affluence for property and the online boom, it received its first VC investment funding in 2008. Since then, the company has grown rapidly, reaping profits and positive cash flow in 2009, tripling revenue in 2010.

PropertyGuru is now Asia's leading online property portal, with a presence in 10 countries, including offices in Singapore, Malaysia, Indonesia, Thailand and partnerships with leading property websites in Australia, Hong Kong, India, Vietnam, China and Macau. It has over 7.5 million buyers viewing 60 million property pages monthly, with a growing database of 350,000 opted-in buyers and over 19,000 real estate agents.

PropertyGuru provides an integrated media platform that real estate developers and agencies can use to promote their brands and generate sales leads. The entire PropertyGuru community boasts 400,000 residential and commercial properties and clients include almost 500 prominent developers from Asia, Europe and the Americas, as well as over 19,000 real estate agents in Asia.

PropertyGuru has also won multiple awards, including the Overseas Property Professional "Best Online Media (Gold) Award 2011" and "Best Online Service (Silver) Award 2011", Red Herring "Top 100 Asia Technology Award 2011", Hitwise "No.1 Website in the Property Industry" award, the Singapore IT Federation (SITF) award for "Best Mobile Application (Merit) 2011" and "E-Enterprise Company 2010", the Singapore Venture Capital & Private Equity Association (SVCA) award for "Best Performing VC Backed Company 2010", Marketing Magazine's "Top Digital Media of the Year 2010" award, CNBC World's "Best Property Portal Award 2009" and the "Google Zeitgeist Singapore 9th Fastest Rising Search Term 2009".