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ASX RELEASE

PropTech Group successfully completes its acquisition of Eagle Software

Acquisition Overview

- PropTech Group has successfully acquired Eagle Software Pty Ltd on a cash and debt free basis for \$7.5 million in upfront consideration (comprising approximately \$4.1 million in cash and approximately \$3.4 million in scrip¹) with up to an additional \$7.5 million based on earn-outs determined against growth hurdles assessed to May 2022.
- The acquisition further bolsters the real estate CRM capabilities of PropTech Group and increases its estimated market share to approximately 38% in Australia and New Zealand².
- Cost synergies are expected to be realised, with potential revenue synergies expected from upsell and cross sell opportunities.
- The acquisition implies an EV / FY21E revenue and EBITDA multiple of 4.6x and 26.1x respectively if the full earn-out is payable (pre synergies), and 2.3x and 13.0x respectively if the earn-out is not payable (pre synergies).

Commentary

PropTech Group Limited (ASX:PTG) (“**Company**” or “**PropTech Group**”) is pleased to announce the successful completion of its acquisition of all of the issued share capital of Eagle Software Pty Ltd (“**Eagle Software**”), an innovative and modern real estate CRM, website and marketing solution provider focused on independent, boutique and small multi-office real estate agencies.

Luke Paverd, Co-Founder and CEO of Eagle Software commented, “We are excited to become a part of PropTech Group. Joining PropTech Group brings synergies that will allow us to deliver more value to our existing customers and offer our software and services to the broader market”.

Joe Hanna, Managing Director and Group CEO of PropTech Group commented, “We are pleased to welcome Luke and his team at Eagle Software to the PropTech Group family. Through this acquisition, PropTech Group will continue to support real estate agents and the

¹ Scrip consideration was determined at an implied value of \$0.753 per share and will be subject to a 24-month escrow period from the date of issuance.

² Market share of agencies using PropTech Group’s CRM systems relative to the Australian and New Zealand market size of 12,200 agencies per Frost & Sullivan’s market report (October 2020)

real estate industry. The PropTech Group has a proven track record in building scalable businesses and we will seek to replicate this with Eagle Software”.

Overview of Eagle Software

Eagle Software was established in 2014 to provide the real estate industry with listing management, CRM and website solutions. Currently, it is used by more than 800 agency offices across Australia and New Zealand.

Strategic rationale

The acquisition of Eagle Software advances PropTech Group’s objective to own, operate and invest in high-quality property technology businesses that primarily focus on the Australian, New Zealand and United Kingdom residential and commercial real estate markets.

The acquisition aligns with PropTech Group’s growth strategy and complements its existing enterprise and franchise focused VaultRE platform:

- increasing PropTech Group’s market share from 31% to 38% in the Australian and New Zealand (**ANZ**) real estate CRM market;
- strengthens PropTech Group’s product offering by supplementing VaultRE with a market-leading independent agency focused product offering;
- provides PropTech Group’s centralized account management team with a larger customer base to penetrate with more product offerings, while strengthening relationships and growing share of wallet; and
- strong financial contribution including increasing PropTech Group’s revenue by ~30% and EBITDA by ~33% on a combined pro forma FY21E³ basis and driving an increase in ARPA via up sell and cross sell opportunities.

ENDS

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Release of announcement authorised by Joe Hanna, CEO and Managing Director.

³ Post-acquisition pro forma including PropTech Group and Eagle Software