



ASX RELEASE: 6th November 2014

Former realestate.com.au CEO appointed to Home Open

- **Jamie Pride appointed as Chairman of Advisory Board to Home Open**
- **Mr. Pride to provide strategic advice and review for the Home Open business**
- **Home Open to drive sales growth with appointment of Former West Australian Newspapers Sales Executive**
- **Home Open accelerating roll-out of portal with ramp-up in sales & marketing**
- **Further high-profile appointments to Home Open team expected in coming weeks.**

Applabs Technologies Ltd (“Applabs” the “Company”) (ASX Code: ALA) is pleased to announce that it has secured the services of former realestate.com.au Chief Executive Officer, Mr Jamie Pride, as Chairman of the Board of Advisors of the Company’s 100%-owned real estate open inspection portal **Home Open**.

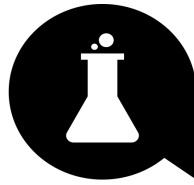
Mr Pride brings considerable experience to the Home Open business following a 20-year career history in peer-to-peer and enterprise software and mobile application development. Previously, he was a Partner at Deloitte Digital, CEO at realestate.com.au, and has also held key executive roles at salesforce.com and Cisco Systems. Mr Pride also built and sold his own technology start up to a major US based salesforce.com partner.

As Chairman of Home Open’s Advisory Board, Mr Pride will support the Applabs Board and executive team with the growth and development of the Home Open portal, drawing primarily from his experience in helping to establish realestate.com.au as the most visited real estate sales and leasing website in the Australian market. Mr Pride’s appointment comes at an important time in the growth and development of Home Open as the Company positions to implement a major sales and marketing program to strengthen consumer uptake and expansion in the Australian market. Applabs has established a strong presence in Western Australia and the Company is planning on growing its presence in the eastern states early in the New Year.

To assist Applabs with its near-term growth objectives, the Company is also pleased to confirm the appointment of Mr Mark Matear to the position of Home Open sales executive. Mr Matear was previously an online advertising sales executive at the West Australian Newspaper, focusing on the real estate sector. His most recent achievement includes 2013/2014 Online Sales Person of the Year for West Australia Newspapers.

Applabs looks forward to announcing further prominent appointments in the coming weeks to further strengthen the depth of experience across the Home Open business.

Commenting on these appointments, Applabs’ Managing Director, Patrick Glovac said: *“Securing Jamie Pride as the Chairman of the Home Open Advisory Board, is a coup for the Company. Jamie’s track record of success in the technology sector, and his role in establishing realestate.com.au as the*



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leading residential and commercial real estate portal in Australia, delivers unrivalled strategic value to ALA. We welcome Jamie's commitment to building the Home Open brand."

"Applabs is now positioning Home Open for growth and strengthening the business' executive ranks is a key step in this process. Mark Matear's appointment brings added sales and marketing knowledge to Home Open and a wide network of relationships in the residential real estate industry. Mark has recognised the growing importance of portals like Home Open and the impact they are having on the residential real estate sector. Mark and Jamie's appointments provide Home Open with deep industry knowledge and expertise at a time when the Company is positioned for growth."

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Applabs Technologies Limited

Applabs Technologies Limited (ASX:ALA) is the first ASX listed app development and technology venture fund company. The Company offers a unique business model of both an app development and a technology financier, enabling the Company to produce apps for customers as well as the ability to fund, develop and market exciting new leading edge apps internally.



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