



Company announcement and media release

28 November 2014

8common Limited subsidiary, Realtors8, delivers strong results from revamped product and announces new partnerships

Dual Sydney and Singapore headquartered technology company 8common Limited (ASX: 8CO) is pleased to announce some exciting developments with real estate software subsidiary, Realtors8. The Realtors8 business has continued to make strong progress since 8common's listing on the Australian Securities Exchange (ASX) in August this year with its revamped product in late June receiving a great response and expanding its offering with new partnerships.

"Progress has been swift since acquiring the business in April last year. A product revamp was the number one priority immediately after the transition period. We are very happy to report that the revamp launched in July 2014 has been a success with Custom Design revenue for the first quarter of the 2015 financial year recording year-on-year growth of 96.4%", said Nic Lim, CEO of 8common Limited.

Realtors8 is very pleased to also announce that it has recently entered into some key strategic partnerships that will support both product and marketing ambitions. Partnerships have been formed with MobileAds, a cutting edge interactive rich media ad solution, and Dynamic Creative, a digital ad platform leading the way in delivering highly relevant ads to consumers.

MobileAds is a SaaS (Software as a Service) solution to create interactive rich media mobile ads. Its solution enables budget advertisers and small agencies to create ads in HTML5, which can be shown via in-app, mobile and desktop web. It turns ads into actionable "mini websites" to generate leads and are compliant with IAB's MRAID standard.

"Our partnership with Realtors8 combines MobileAds' rich media banner creative tool, ad serving and advance analytics with Realtors8's subscriber base", said Alvin Koay, CEO of MobileAds.com. "Working together will allow Realtors8 subscribers and agencies to use interactive mobile advertising to massively disrupt the USD12 billion market that real estate professionals spend on marketing every year. We are thrilled to be Realtors8' mobile advertising partner."

Sydney headquartered Dynamic Creative managed Ad Platform is a suite of related tools that work together to create, execute and optimise online campaigns. The key benefit of the platform lies in its ad effectiveness whereby the correct strategic display of data, results and URL every time produces more engaging ads and better results.

"We are very pleased to be partnering with Realtors8 to deliver Dynamic Creative's platform to realtors in North America. The real estate vertical is very significant to us and we look forward to a very fruitful partnership", said Frank Grasso, CEO of Dynamic Creative.

According to Nic Lim, CEO of 8common Limited, "Dynamic Creative's core purpose is to rid the world of irrelevant ads which is clearly aligned with the interests of realtors. The next phase of digital advertising is here as both platform and buyer sophistication will lead to greater demands to deliver better performance."



Commenting on the new partnerships, Mr Lim said:

“Cutting edge digital media formats to capture leads, as well as highly effective ad campaigns are what realtors are willing to pay for. Realtors8 is delivering this to its clients and it provides us significant opportunities to market to realtors who aren’t yet subscribers to Realtors8. Combining the experience of having served realtors since 2000 with cutting edge advertising products will certainly put us in a solid position as we look to enter the Asian markets.”

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About 8common Limited and Realtors8

The 8common is listed on the Australian Securities Exchange (ASX:8CO). It is an enterprise software company with a primary business is in the development and distribution of two established software solutions: Expense8 and Realtors8. Realtors8 provides a content management platform to Realtors with a core base of subscribers in North America. Realtors8 receives highly recurring subscription fees as well as a growing product and services model.

www.8common.com

About MobileAds

MobileAds is a SaaS(Software as a Service) solution to create interactive rich media mobile ads. Its solution enables budget advertisers and small agencies to create ads in HTML5, which can be shown in-app, mobile and desktop web. It turns ads into actionable "mini websites" and are compliant with IAB's MRAID standard. MobileAds' partners include TUNE.com, Smaato, PocketMath, etc and has offices in Malaysia, Japan and the USA.

www.mobileads.com

About Dynamic Creative

Developed since 2007, the Dynamic Creative™ Ad Platform is a suite of related tools that work together to create, execute and optimise large scale inventory driven campaigns. Its core purpose is to rid the world of irrelevant ads. They believe that a good ad is one that reaches the right customer at the right time and place. A relevant ad is one where the right message is served to the right customer at the right time and place. When this is achieved, advertising becomes a service and the customer doesn't feel like they have been served an ad at all. Dynamic Creative has offices in Sydney, Melbourne and Adelaide.

www.dynamiccreative.com