

**ASX Release**

Tuesday March 14 2017

## **DomaCom signs off on first global agriculture crowdfunding deal**

Crowd-funder DomaCom (ASX:DCL) has finalised its first foray into agricultural assets with a ground-breaking deal that gives 90 retail investors a stake in a property in Victoria's prime Western Districts pastoral land.

The 150-hectare property, "Doyles", which is just outside Casterton near the South Australian border, is in the undulating heartland of this prime beef and sheep region.

Prior to entering into a contract to purchase the property the fund was successful in securing a strong local operator to be the tenant, who will use the property to run beef cattle.

DomaCom's head of property Mr Jason Bennett said that: "The identification of good operators to work with in the leasing of the property was key to the transaction. We are striving to deliver a packaged opportunity to investors to enable them to invest into the rural sector through our platform."

It is expected that investors will receive an estimated combined income and capital return of 10% per annum on their investment, based on historic returns, which is a significant improvement on bank interest. More importantly they will have the ability to participate in the strong capital growth currently being experienced in the rural sector.

DomaCom CEO Arthur Naoumidis says the group is "enormously proud" to sign off on its first agriculture crowdfunding project, which has taken about two months to bed down.

"It's our understanding that this is the first crowdfunding project for agriculture assets anywhere in the world. We knew from the Kidman bid that there was a thirst by 'mum-and-dad' investors to acquire agriculture assets, and we have been looking at other properties for quite some time.

"People are motivated by a desire to keep prime rural land in Australian hands, as well as the opportunity for steady yield and capital gain. We have already more investors on our books looking to invest in this asset class, so we are confident that the Doyles deal is just the first of many."

DomaCom Limited  
ACN 604 384 885

DomaCom Australia Limited  
ACN 153 951 770 and AFSL 444365  
Level 6, 99 Queen Street  
Melbourne VIC 3000  
Level 11, 109 Pitt Street  
Sydney NSW 2000

DomaCom Platform Services Pty Ltd  
ACN 606 755 319

**[www.domacom.com.au](http://www.domacom.com.au)**

Elders' Hamilton-based David Peardon, who handled the sale, said the first successful crowdfunding exercise to allow retail investors to collectively acquire an agriculture asset was an "exciting development" for the industry.

"I think what DomaCom has done in crowdfunding this property is fantastic. As a country realtor I have been waiting for 20 years for someone to do this. Thanks to DomaCom for doing this, they will reap the opportunities and rewards as there are many rural operators who would love to lease back investor-funded properties to build the agricultural sector. Investors won't get better security."

"In the past retail investors have effectively been locked out of buying into rural properties. But as DomaCom's bid for Kidman demonstrated, where it received around \$80 million worth of pledges from 5500 investors, there is an enormous appetite by retail investors for this type of investment."

END

---

**FURTHER INFORMATION:**

- For media enquiries and further information, please contact CEO Arthur Naoumidis on 0411 958 084 or email [arthur.naoumidis@domacom.com.au](mailto:arthur.naoumidis@domacom.com.au) or
- Warren Gibson on 61 0412 171 606 | E [warren.gibson@domacom.com.au](mailto:warren.gibson@domacom.com.au)

**ABOUT DOMACOM:**

[www.domacom.com.au](http://www.domacom.com.au)

DomaCom Australia Limited, a wholly owned subsidiary of DomaCom Limited, is the operator of an investment platform offered through an ASIC registered Managed Investment Scheme, the DomaCom Fund ARSN167 020 626. The DomaCom Fund enables investors to select properties of their choice in which they would like to invest. Via a book build process, investors can commit as much as they want towards the eventual purchase of the property/ies of their choice together with other like-minded investors. DomaCom has appointed Perpetual Trust Services Ltd to be the Responsible Entity and Perpetual Corporate Trust Ltd as the Custodian for the Fund. The Custodian holds the title for each property. Ultimately, investors can select any Australian properties to invest in from residential, commercial, rural, retail, industrial and resort/leisure property lists.

---