

ASX/Media Release

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## **DomaCom takes property crowdfunding mainstream**

### **Highlights:**

- Domacom connects Domain's vast property listing data with DomaCom's crowdfunding technology;
- Domain's leading market intelligence will be integrated into the DomaCom Crowdfunding platform providing better analytics to investors;
- This will accelerate DomaCom's strategy to target the consumer market directly and scale up crowdfunding campaigns to target Gen Y/Millennials;
- Vendors listing properties with Domain will have an additional buyer channel – at no extra cost

Fractional investment company DomaCom (ASX:DCL) announces an agreement with Domain to integrate the full suite of Domain property listings into the DomaCom Crowdfunding platform.

DomaCom will also integrate Domain insights into the DomaCom crowdfunding platform to provide investors with unique proprietary market intelligence when making the decision to begin or join a crowdfunding campaign for a property.

Once a campaign starts, DomaCom's crowdfunding platform facilitates external independent due diligence on the selected property bringing additional rigour to the analysis of the selected property before they invest.

### **DomaCom CEO, Arthur Naoumidis, says:**

"This is a significant new integration for DomaCom that will be critical in taking property crowdfunding into the mainstream.

"The highly regarded, proprietary crowdfunding campaign technology the DomaCom platform brings, combined with Domain's extensive property listing data will enable Gen Y & Millennials to get on the property ladder by crowdfunding a property of their choice with their friends or family.

"Additionally, this innovation will give property owners access to the new crowdfunding revolution simply by listing their properties on Domain and at the same time open up a vast new pool of potential investors to the DomaCom platform," he says.

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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)

## **About DomaCom**

DomaCom Australia Limited ACN 153 951 770 launched Australia's first online platform (registered as a managed investment scheme) to provide a property investment solution for the SMSF market and other long term investors through the fractional acquisition of units in a unique trust structure that enables investors to gain exposure to the property they select. Residential and commercial property Australia wide can be accessed in this fund, sourced from a variety of vendors and developers.

### **More Information:**

#### **Arthur Naoumidis**

CEO, DomaCom Australia Limited

**0411 958 084** [www.domacom.com.au](http://www.domacom.com.au)

#### **Warren Gibson**

GM Sales & Marketing, DomaCom Australia Limited

**0412 171 606** [www.domacom.com.au](http://www.domacom.com.au)