PURPLE BRICKS

Interim Results Presentation

5th December 2016

Today's agenda

1. Business Highlights - *Michael Bruce*

2. Financial Highlights - *Neil Cartwright*

3. Strategic Overview - *Michael Bruce*

4. Summary

No. 1
Startups 100 List

Winner
Tech Business of the Year 2015
Innovative Business of the Year 2015
Business of the Year 2014

Winner

Great British Entrepreneur Awards
2015 Finalist
Shortlisted

Shortlisted
Innovative Company of the Year

1. Highlights

Business Highlights

Revenue up **159%**

A sale agreed every **16 minutes**
24 hours a day[1]

UK profitable at adjusted EBITDA level
£0.3 m
(H1 2016: (£(6.0m))

Local Property Experts increased by
119%
to 329 (H1 2016: 150)

H1 2017
Sold and completed on
£2.589bn
(FY 16: £2.766bn)

Current SSTC pipeline
£2.521 bn

17,424
instructions
in H1 2017

Monthly run rate sales agreed October 2017
2,823

Conversion from instruction to sale agreed over
78%[2]

Online market share increased to
63%[3]
(H1 2016: 41%)

Number of LPE's awarded share options
176

Most reviewed estate agent in the UK with over
10,580[4]
reviews on Trustpilot
Over 10,000 rated 'Excellent'

Average of
1.45m
monthly visits to our website (2016: 0.44m)

Purplebricks
Australia
trading better than UK regional launch

[1]Based on sales agreed in October 2016. [2]Percentage of sale agreed to instructed from 16th May 2016 to 15th November 2016. This may represent the minimum conversion assuming those properties still on the market sell hereafter.
[3]Quarter ending 1st October 2016 - Rightmove Data. [4]As of 31st November 2016.

2. Financial review

Financial Highlights

Group revenue growth

+159%

to £18.7m

(H1 2016: £7.2m)

Group Gross profit

+154%

to £10.4m

(H1 2016: £4.1m)

Adjusted Group EBITDA[1]

(£2.2m)

(H1 2016: (£6.0m))

Adjusted Group EBITDA[1] pre marketing costs

£5.5m

Group loss before tax reduced to

(£2.8m)

(H1 2016: (£6.4m))

The basic and diluted loss per share decreased to

(£0.01)

(H1 2016 rebased: (£0.03))

£29.1m

Cash

(H1 2016: £9.7m)

UK revenue growth +154% to

£18.3m

(H1 2016: £7.2m)

Average revenue per instruction up 20.6%

£1,000[2]

(H1 2016: £829)

Adjusted EBITDA - UK

£0.3m

(H1 2016: (£6.0m))

Adjusted EBITDA Pre marketing - UK

£6.9m

(H1 2016: £0.6m)

Loss before tax - UK reduced to

(£0.3m)

(H1 2016: (£6.4m))

[1]Defined by the Group as (loss)/profit before tax, depreciation, amortisation, net non recurring fund raising / IPO costs and share based payment charges. [2]Actual number £1,000.06p

Income statement - UK

	UK	
	H1 2017	**H1 2016**
	£m	**£m**
Revenue	**18.3**	**7.2**
Cost of sales	(8.1)	(3.1)
Gross Profit	**10.2**	**4.1**
Administrative expenses	(3.8)	(3.8)
Sales and marketing costs	(6.6)	(6.6)
Operating loss	**(0.3)**	**(6.4)**
Finance expenses	0.0	0.0
Loss before tax	**(0.3)**	**(6.4)**
Taxation	0.0	0.0
Loss for the period	**(0.3)**	**(6.4)**
Reconciliation of Operating Profit to Adjusted EBITDA		
Operating loss	(0.3)	(6.4)
Less: Depreciation and amortisation	0.2	0.1
EBITDA	**(0.1)**	**(6.3)**
Less: Share based payments charge	0.4	0.3
Adjusted EBITDA	**0.3**	**(6.0)**

- Strong topline growth at 154% vs. H1 2016
- H1 2017 revenue of £18.3m vs. FY 2016 revenue at £18.6m
- Gross profit improvement of +149% to £10.2m (H1 2016: £4.1m)
- Operational gearing continues to improve:
  - H1 2017 overhead and marketing costs at H1 2016 levels but delivered scaling of growth of sales instructions
- Adjusted EBITDA profit of £0.3m for H1 2017 vs. H1 2016 £6.0m loss
- Initial tranche of share options granted to LPE's in June 2016, further awards in December 2016

Notes
1. Adjusted EBITDA is defined by the Group as loss/profit before tax, depreciation, amortisation, net finance costs and Share based payments charge.
2. Certain financial data have been rounded. As a result of this rounding, the totals of data presented in this document may vary slightly from the actual arithmetic totals of such data.

Income statement - Australia

	AUS	
	H1 2017	**H1 2016**
	£m	**£m**
Revenue	**0.4**	**0.0**
Cost of sales	(0.2)	0.0
Gross Profit	**0.2**	**0.0**
Administrative expenses	(1.7)	0.0
Sales and marketing costs	(1.0)	0.0
Operating loss	**(2.5)**	**0.0**
Finance expenses	0.0	0.0
Loss before tax	**(2.5)**	**0.0**
Taxation	0.0	0.0
Loss for the period	**(2.5)**	**0.0**
Reconciliation of Operating Profit to Adjusted EBITDA		
Operating loss	(2.5)	0.0
Less: Depreciation and amortisation	0.0	0.0
EBITDA	**(2.5)**	**0.0**
Less: Share based payments charge	0.0	0.0
Adjusted EBITDA	**(2.5)**	**0.0**

- Operational set up, infrastructure, recruitment and training spring/summer 2016
- Trading commenced with our first instruction on 12th September 2016
- H1 2017 revenue £0.4m after 7 weeks (£0.57m and $1.08m AUD)[1]
- Two initial launches:
  - Queensland
  - Victoria
- 50 LPEs recruited and operational by calendar year end
- Business growing more quickly than the UK business at the same point in its evolution

Notes
1. Total instruction fees in period. £0.4m revenue as properties are live. Remainder of revenue will be recognised when properties list go live.
Certain financial data have been rounded. As a result of this rounding, the totals of data presented in this document may vary slightly from the actual arithmetic totals of such data.

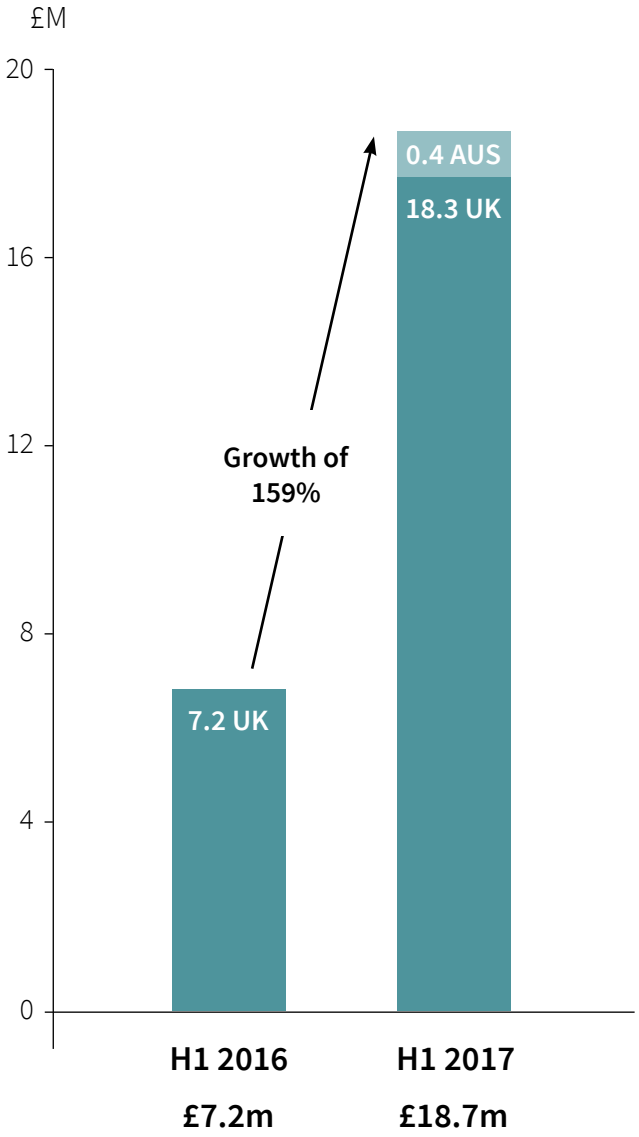
Income statement

	Consolidated	
	H1 2017	**H1 2016**
	£m	**£m**
Revenue	**18.7**	**7.2**
Cost of sales	(8.3)	(3.1)
Gross Profit	**10.4**	**4.1**
Administrative expenses	(5.5)	(3.8)
Sales and marketing costs	(7.7)	(6.6)
Operating loss	**(2.8)**	**(6.4)**
Finance expenses	0.0	0.0
Loss before tax	**(2.8)**	**(6.4)**
Taxation	0.0	0.0
Loss for the period	**(2.8)**	**(6.4)**
Reconciliation of Operating Profit to Adjusted EBITDA		
Operating loss	(2.8)	(6.4)
Less: Depreciation and amortisation	0.2	0.1
EBITDA	**(2.6)**	**(6.3)**
Less: Share based payments charge	0.4	0.3
Adjusted EBITDA	**(2.2)**	**(6.0)**

- Consolidated Group revenue of £18.7m to H1 2017 vs. £7.2m for H1 2016 (+159%)
- Group gross profit increase of 154% to £10.4m (H1 2016: £4.1m)
- Loss in H1 2017 driven predominantly by investment in Australian operation

Notes
1. Adjusted EBITDA is defined by the Group as loss/profit before tax, depreciation, amortisation, net finance costs and Share based payments charge.
2. Certain financial data have been rounded. As a result of this rounding, the totals of data presented in this document may vary slightly from the actual arithmetic totals of such data.

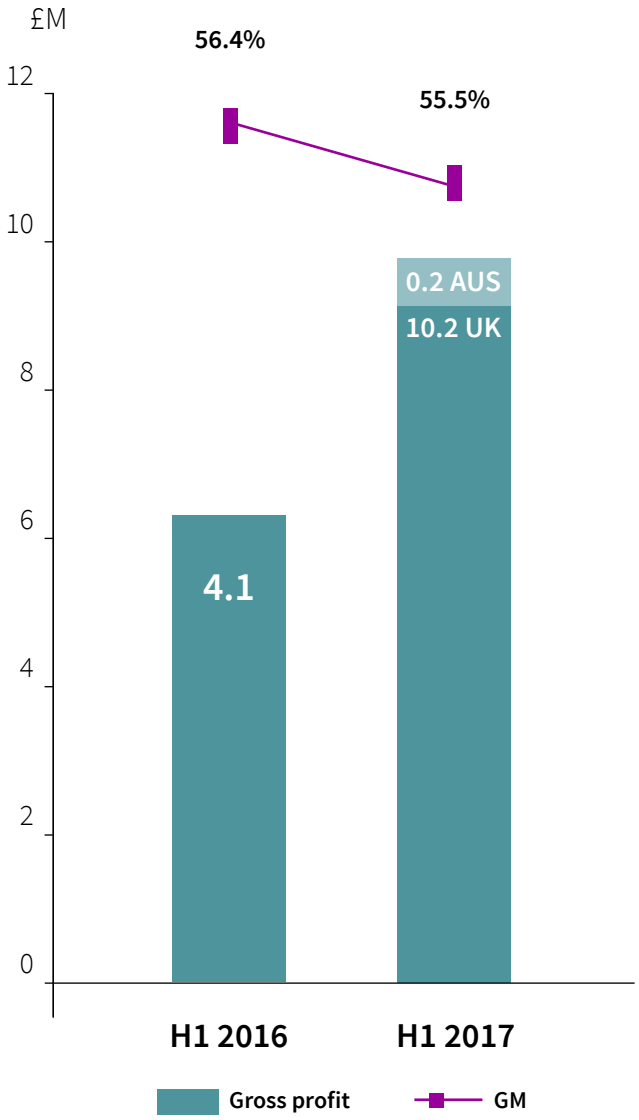
Revenue growth driven by international rollout and LPE recruitment



- Total revenue growth of £11.5m in H1 2017 vs. H1 2016 (159%), fuelled by strong increase in UK instructions volume
- UK revenue growth of 154% to £18.3m as a consequence of:
  - LPE recruitment up 119% to 329 operational by October 2016 vs. 150 in October 2015
  - Continued development of product base to include premium listings, Scottish home reports and surveys
- Average revenue per instruction increased by 20.6% to £1,000[1] (H1 2016: £829)
- UK revenue includes c £1.1m of lettings revenue for H1 2017 (H1 2016: £0.3M)
- UK instruction deferred revenue of c £970K at 31st October 2016
- Australian orders of £0.57m[2] ($1.08m AUD) in c. 2 months after launch

Notes
1. All recognised estate agency sales revenue as a percentage of recognised instructions in period (actual £1,000.06p)
2. Instructed but the property is yet to go live.

Gross Profit

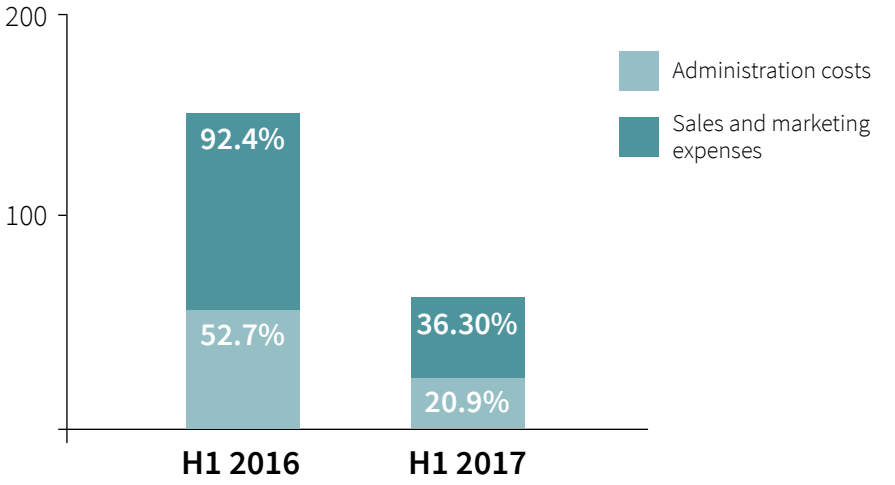


- Group gross margin at 55.5% in H1 2017
- Very slight reduction in margin as a consequence of:
  - Modest dilution effect of Australian launch margins at c. 49.7%
  - Mix of revenue from UK products vs. FY 2016
    - Introduction of Scottish home reports at pass through rates
    - Increase in London instructions relative to FY 2016
- Minor price increase in late September 2016 with no effect on sales instructions volumes

UK sales growth outpacing cost investment

	UK		
	H1 2017	**H1 2016**	**Growth**
	(£m)	(£m)	
Sales and marketing costs	6.6	6.6	0.0%
% of sales	36.3%	92.4%	
Administration costs	3.8	3.8	0.0%
% of sales	20.8%	52.7%	
Total expenses	**10.5**	**10.4**	**0.0%**

Evolution of administration costs and sales and marketing expenses as a % of sales



- H1 2017 admin expenses in line with H1 2016 at £3.8m
- Operation leverage continues to develop with overhead of 20.8% of revenue – down from 52.7% in H1 2016
- In line with guidance these will increase in H2 2017 due to further investment in Data Sales Unit and Solihull premises
- Overhead costs include £400K of share based payments which will increase significantly in H2 2017 in line with new awards
- Sales and marketing costs were in line with H1 2016 at £6.6m, but as a percentage of sales decreased to 36% (2016: 92%)

Cost contribution analysis - Australia

	Australia		
	H1 2017	**H1 2016**	**Growth**
	(£m)	(£m)	
Sales and marketing costs	1.0	0.0	100.0%
% of sales	240.0%	0%	
Administration costs	1.7	0.0	100.0%
% of sales	407.1%	0%	
Total expenses	**2.7**	**0.0**	**100.0%**

- Establishment of and investment in operation to enable trading to commence with our first instruction on 12th September 2016
- Establishment of national HQ in Sydney
- A number of UK staff transferred to Australian operation to preserve the Purplebricks culture and to drive the launch forward
- High profile launch of Queensland and Victoria territories with new media created for TV, radio and digital channels

Group cash flow statement

	Consolidated	
	H1 2017	**H1 2016**
	£m	£m
Adjusted EBITDA	**(2.2)**	**(6.0)**
Movement in working capital	1.2	1.3
Net cash flow from operations	**(1.0)**	**(4.7)**
Cash flow from investment activities	(0.9)	(0.2)
Cash flow from financing activities	0.5	10.0
Net increase in cash	(1.4)	5.1
Cash at beginning of year	30.5	4.6
Cash at 31 October 2016	**29.1**	**9.7**

- Strong working capital management continues
- Working capital movements aided by:
  - Clients paying fees on instruction
  - Continued use of deferred payment option provided by Close Brothers
  - Supplier credit facility post listing
- Investment in eZie platform to launch Australia and new products in H1 2017
- No corporation tax payments in 2017. Expected to utilise accumulated losses until 2018

Strong Group balance sheet

	Consolidated	
	H1 2017	**H1 2016**
	£m	£m
Intangible assets	0.9	0.2
Property, plant and equipment	0.4	0.1
Non current assets	**1.3**	**0.3**
Trade and other receivables	2.4	1.5
Cash and cash equivalents	29.1	9.7
Current assets	31.5	11.2
Total assets	**32.8**	**11.5**
Trade and other payables	5.5	2.9
Deferred income	1.1	0.3
Total liabilities	**6.6**	**3.2**
Share capital	2.5	0.0
Share premium	26.3	22.3
Share based payments reserve	0.7	0.4
Retained earnings	(3.3)	(14.4)
Shareholders' funds	**26.2**	**8.3**
Equity and liabilities	**32.8**	**11.5**

- Investment in intangibles represents development work performed:
  - Technology base for launch of first two Australian regions
  - Provision of new products, services and features in the UK
- Cash of £29.1m
- Trade and other receivables includes:
  - Trade debtors £1.2m
  - Accrued income £0.6m
- Trade and other payments includes
  - Trade creditors £3.1m

H2 2017 Guidance

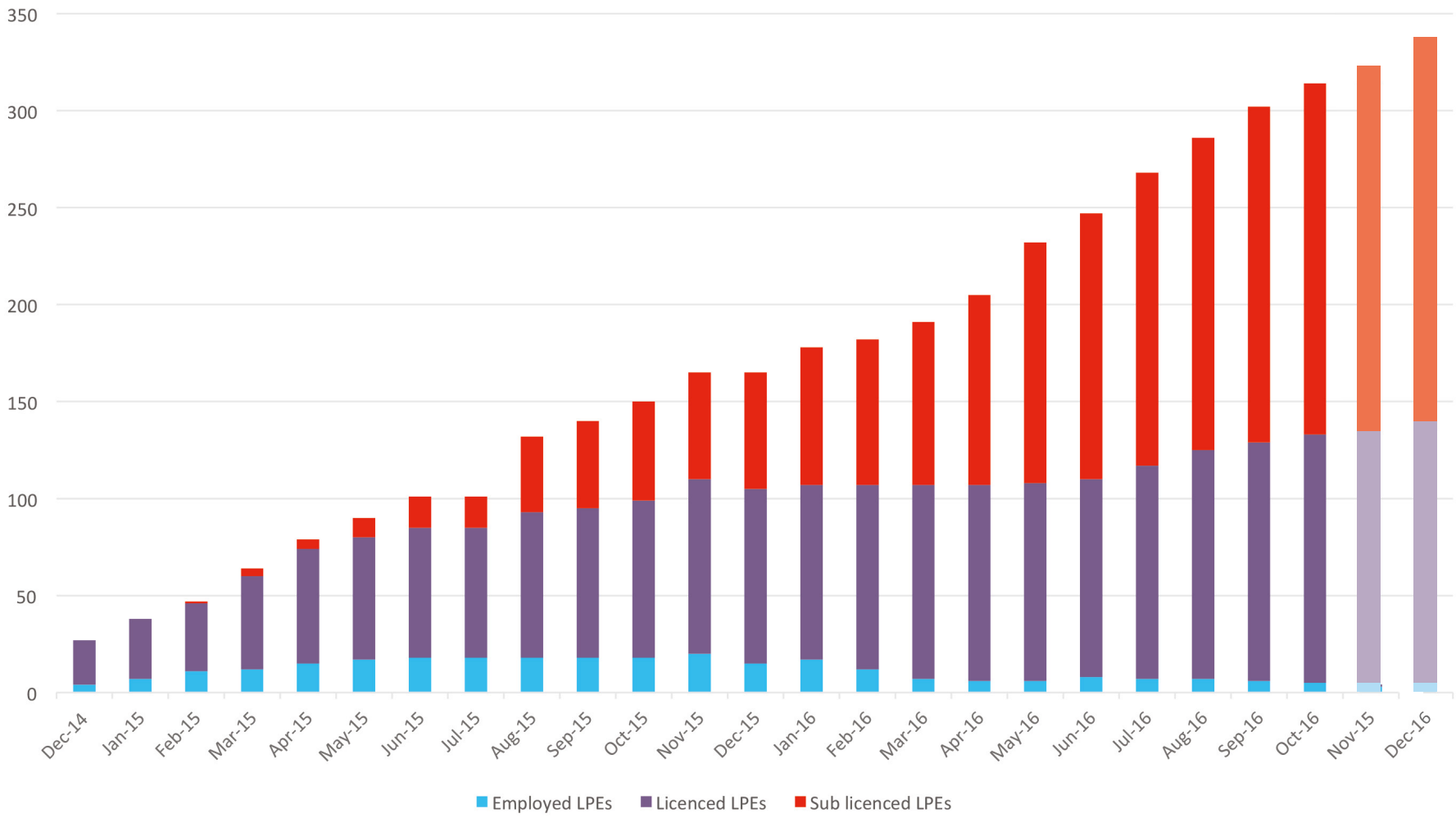
- The UK business has moved into adjusted EBITDA profit in the first half of the current financial year
- LPE numbers as at 30th April 2017 raised to 380
- Incremental marketing spend of c£1.5M approved by Board for early spring market and under review
- Overheads pre share based payments, depreciation and amortisation to be c £1.2M ahead of FY2016
- No Corporation Tax payable
- Share based payment charge c£1.7M as LPE recruitment accelerates
- Australian investment re-iterated at £10M GBP to get to break even
- Likely exercise of options and warrants is c7.6M shares

3. Strategic Overview

The Next Generation Estate Agent

Recruiting first class Local Property Experts

Growth of Local Property Experts



Recruitment and Training

Training and Development

Kenny Bruce
Founder &
Sales Director

Andrew Vass
Recruitment &
Training Director

Jim Harris
Head of Training UK

Dan Firth
Training Manager

Head of Recruitment

Debbie Fennell

Dan Fennell

Regional Directors

Paul Vickerstaff

Tom Greenacre

Tom Kirk

Christian Howes

Stephen Parker

Jamie Young

- Continued growth of quality Local Property Experts - 119% growth in period
- Intelligent Profiling - Thomas International
- Introduced Business Leadership Training & Development
- Purplebricks Academy

The Purplebricks Academy - case study

Rhys Walker-Brown

"I am proud and honoured to have been selected to take part in the Purplebricks Academy. It was important that I further developed my early experience of estate agency, completed a series of intensive training programmes over a number of months, became an expert in and of my local market and witnessed a number of the best estate agents in the industry represent the Purplebricks brand. I couldn't have been more pleased to have been signed off by Kenny Bruce, Paul Vickerstaff and Tom Kirk. All of that pressure, hard work, dedication and people's belief in me had paid off".

15 instructions in first month

Completed
10 month
Academy Programme

Undertook and
PASSED
our Training course

TRUSTPILOT

"From the very start Rhys has been nothing but professional, knowledgeable, helpful and polite. He explained the process in an easy way which was easy to understand and has been available day and night 7 days a week. Nothing has been a problem and he has dealt with my questions promptly and reassuringly."

Marilyn Fenton

Long term incentives

- Michael and Kenny visit every LPE in October 2016
- 176 LPEs now have share options
- 63 employees and management have been granted share options

Donna Lewis
Yesterday at 15:35 · Liverpool ·

I have literally walked round all day today smiling! A huge thank you to the inspirational **Kenny Bruce** and **Michael Bruce**, who continue to motivate me to do an amazing job for my customers!! Thank you so much for believing in me. The future looks fantastic for me and my gorgeous family!! Love you guys. 💜💜

Stephanie Walker and 57 others 5 comments

Area: **Liverpool**

Jamie Townsend Purple Bricks
Friday at 18:06 ·

very inspirational day! **Michael Bruce** & **Kenny Bruce**, I will never get tired of listening to you both talk about our wonderful business! I thought I was excited for 2017 before today, I guess theres excited and EXCITED! Now to finish this year with one final big push...

Kenny Bruce and 21 others 3 Comments 1 Share

Area: **South East London**

Shaun Turner
Yesterday at 12:11 ·

After reflecting over yesterday's meeting, it's not often you get the chance to sit down with your ceo and sales director of a company at this scale. I cannot wait for next year with all the new technology in place and I'm very confident that Purplebricks will exceed all expectations for being the number 1 agent in the UK. I've never been more motivated and inspired by two great guys. Thank you **Michael Bruce** & **Kenny Bruce**.

Area: **Wirral**

Mark Whincup
Yesterday at 12:42 ·

This time last year I was just sitting down in Purplebricks HQ to start my training, and what a year it has been since! Great way to mark it today with a motivational meeting from our inspiring leaders **Kenny Bruce** and **Michael Bruce**. Thank you for believing in me and giving me the opportunity to be part of this remarkable business! Bring on 2017, it's going to be purple! 🔮

Stephanie Walker and 51 others 5 Comments

Area: **Leeds**

Jane Catterall
Tuesday at 22:10 · Chorley ·

As the dust settles on another amazing Purplebricks day, the realisation of the opportunity we have been given by the most motivational and inspirational people in the business **Michael** and **Kenny Bruce** is just about computing!!
If there is anyone still out there who is an estate agent and really wants to live the dream an be part of the most amazing company get in touch..... I for one will never look back 💜

Area: **Preston**

Michael Booth
Tuesday at 21:35 · Altrincham ·

Well, what an incredible day! It's a very rare business when the owners of such a fantastic company personally sit down with you and give you an amazing opportunity and a perfect future with a company.

I cannot wait for 2017 and I have never been more confident that **Michael** & **Kenny** will fulfill our expectations in making the company the number one agent in the U.K.! 💪

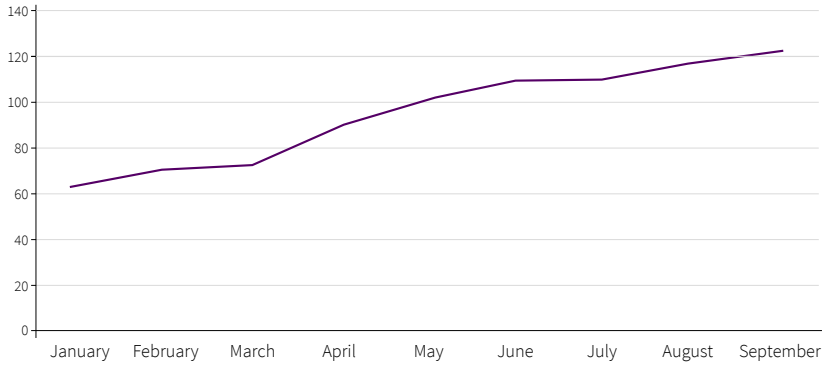
Area: **Manchester**

Building a scalable business

Paul Brown

Age:	47
Area:	Sheffield and Doncaster
Previously:	14 years at Countrywide
Team:	8 LPEs
Recruiting:	3 LPEs

Paul Brown Instructions in 2016



Paul's Territory Team

Jemma Harris
Joined: May 2016
Previously: William H Brown (Sequence)
Industry experience: 9 years

Paul Salkeld
Joined: February 2016
Previously: Independent agent
Industry experience: 16 years

Josh Carline
Joined: July 2015
Previously: William H Brown (Sequence)
Industry experience: 5 years

Chris Evans
Joined: April 2016
Previously: Independent agent
Industry experience: 7 years

James Williams
Joined: May 2016
Previously: Countrywide
Industry experience: 4 years

Richard Johnson
Joined: August 2016
Previously: Independent Agent
Industry experience: 7 years

Guy Harden
Joined: September 2016
Previously: Independent Agent
Industry experience: 9 years

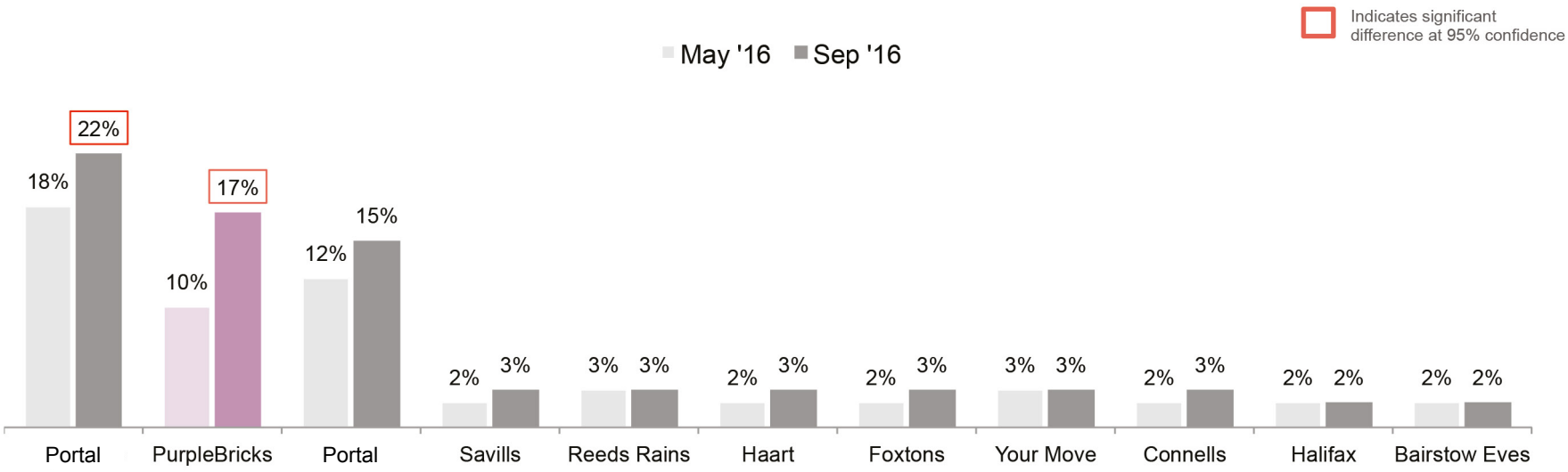
Josh Beazeley
Joined: September 2016
Previously: William H Brown (Sequence)
Industry experience: 2 years

Growing our brand

Growing our brand

Top of mind awareness of Purplebricks has increased significantly, overtaking Zoopla. Rightmove has also increased following recent TV activity

Spontaneous brand awareness – GB (Not showing <2%)



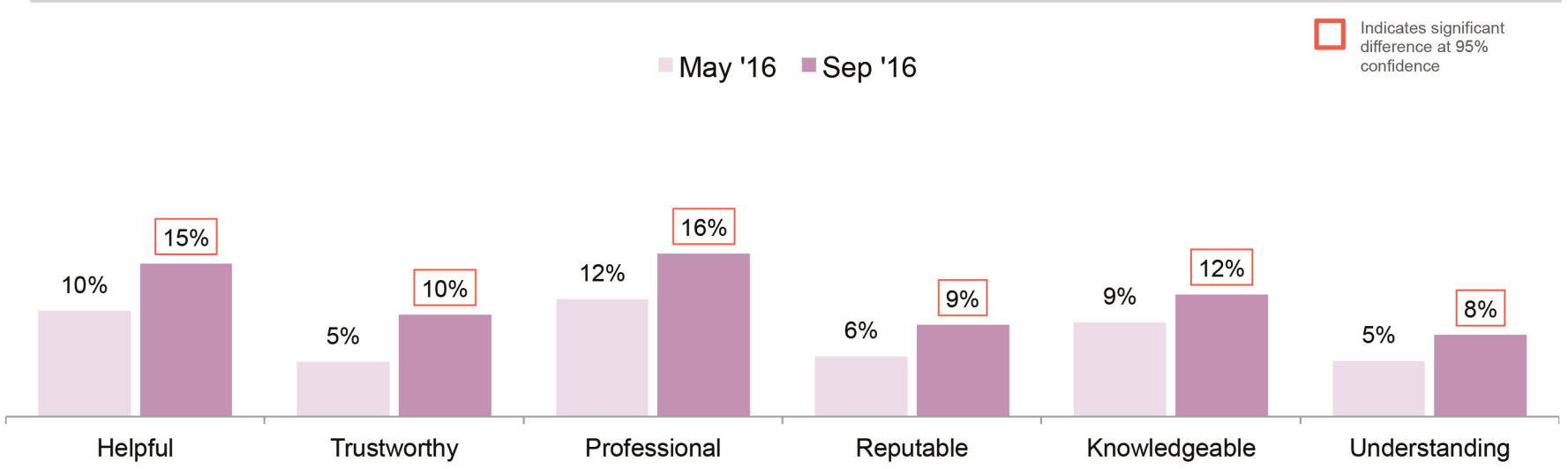
Q2a. If you were thinking of selling your home, what companies would you think of contacting first?
Base: All respondents (1131, 1,133)

Source: Independent research agency The Nursery - www.the-nursery.net

Growing our brand

The brand is gaining credibility, as prompted associations with helpful, trustworthy, professional, reputable, knowledge and understanding have increased significantly

Significant shifts in prompted associations (ranked by difference)



Q3b. Which of the following words do you associate with _____?
Base: All aware of Purplebricks (753, 961)

Source: Independent research agency The Nursery - www.the-nursery.net

Growing our brand

Purplebricks has now pulled significantly ahead of high st. estate agents on perceptions of best price, control of the sales process and selling quickly

Brand values – net agree (Top 4 box)

Q3f. Please drag and drop the following boxes on to the scale below based on the extent to which you agree with the following statements. 1 – 11 point agreement scale..
Base: All respondents (1,236), aware of Purplebricks (961)

Source: Independent research agency The Nursery - www.the-nursery.net

Engaging Campaigns

TV Campaigns

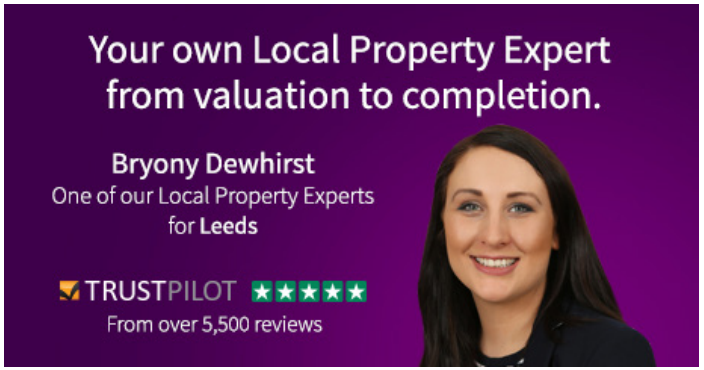
Finishing Sentences

Muffins

BBQ

Australia - A bit of a difference

rightmove Campaign



Capitalising on activity

Website

Visits

1.45m

(October 16)

Up 106%

Unique Visitors

1,079,732

(October 16)

Up 107.8%

Page Views

46.5m

(October 16)

- Growing our customer base
- New website coming
- Booking a valuation – less friction
- Diary – getting those “golden slots”
- Working harder with buyers – the buyers App, innovations and experiences
- Creating a “lifetime relationship with our customers, sellers, buyers, landlords and tenants”

Innovating for lifetime loyalty

Website

Sellers and buyers App

Booking a valuation or viewing

Reducing diary friction

Making our people even more productive

Interactive relationships with everyone

Sales Task Force

Post Sale Support

Longer lifetime relationships

Creating lifetime relationships with customers

We have the management team to achieve it

Ed Hughes
CMO UK

James Kydd
Marketing Director

Anna Essex
Head of Design

Nicola Hamilton
Head of PR

David Kelley
Head of UX
& Conversion

Frances Bradley
Head of
Email Marketing

Neil Jones
Head of
Digital Marketing

Carrianne Walker
Graphic Design

Grace Kelly
Social Media Specialist

Building on our success

Intelligence through data

Stephanie Walker
Head of Customer Support
& Data Sales Unit

Jazmin Stones
Customer Concierge

Nevdesh Gill
Head of
Conveyancing Services

Over
14,000
valuations booked
in period
from data sales

Increase in

- Valuations
- Instructions
- Sales
- Surveys
- Conveyancing

91
FTE
over
24 hour period

4 different customers, 4 different houses, 4 sold by Purplebricks – Griffiths Road, West Bromwich

"Kash has been superb. He was professional, friendly and gave good, sound advice. He was always available to talk and I never once needed to chase him. I liked the technology too - the portal and app were very convenient and easy to use. I saved over a thousand pounds using Purplebricks."

Sultan Ali

We sell houses

Selling houses and supporting customers is what we do

H1 2017
Sold and completed on
£2.589bn
(FY 16: £2.766bn)

Current SSTC
pipeline
£2.521 bn

Conversion from
instruction to
sale agreed over
78%[1]

Monthly run rate
sales agreed
October 2017
2,823

A sale agreed every
16 minutes
24 hours a day[2]

[1]Percentage of sale agreed to instructed from 16th May 2016 to 15th November 2016. This may represent the minimum conversion assuming those properties still on the market sell hereafter. [2]Based on sales agreed in October 2016.

A sample of LPE performance vs. local competition*

LPEs	INSTRUCTIONS	SOLD
✔ Emma O'Sullivan/Paul Crump/Claire Hassell	1st	1st
✔ Lora Hollingworth/Jennifer Davis/ Duncan Roe/Michelle Tromans	1st	1st
✔ Kevin Lezar/Paul Parnell/ David Garvey/Glen Conn	1st	1st
✔ Kash Dhaliwal/Rachel Godwin/ Melody Brookes	1st	1st
✔ David Catchpole/Joe Pearson/Daniel Freeman	1st	1st
✔ Daren Cridge/Chris Wells/Sabastian Grayson	1st	1st
✔ Andrew Butler/Jonny Clents/Richard Webb	1st	1st
✔ Jane Catterall	1st	1st

LPEs	INSTRUCTIONS	SOLD
✔ Dean McCluskey/Gemma Webb/ Jon Lawson	1st	1st
✔ Tom Bradly/Paul Gammon/ David Hawkes/Kate Cullen/Tony Vallis	1st	1st
✔ Samanth Sullivan/Gearoid Hunt/ Donna Jones/Rhian Morgan	1st	1st
✔ Matthew O'Driscoll/Simon Phillips	1st	1st
✔ Deian Williams/Ian Wyn-Jones	1st	1st
✔ Oliver Ball/Andrew Potter	1st	1st
✔ Phil Cook/James Skelding/Clare Hindes	1st	1st
✔ JP Downes/Jenna Cable/Adele Hollowood/ Suzanne Regan/ Tarun Chawla/Chris Young	1st	1st

*Rightmove statistics - covers various areas: London, Central, South, South West, Wales and Yorkshire

1.

2.

3.

4.

5.

1. Codsall Road, Wolverhampton. 2. Prospect Road, Stourport – on Severn
3. Griffiths Rd, West Bromwich 4. Rowditch Furlong, Milton Keynes. 5. Wyndhurst Road, Birmingham

Researching Sales – A Land Registry analysis

A review of all research in the market about
SELLING HOUSES!

Land Registry

Regional analysis

- Regionally we looked at Birmingham, Bournemouth and Southampton
- Took research analysis and multiplied by 5 in those regions
- Took a random sample of 1611 properties marked as sold

Verified by Land Registry: 87.5%

National analysis

- National analysis on **different** properties
- Took a random sample of 10,000 properties marked as sold

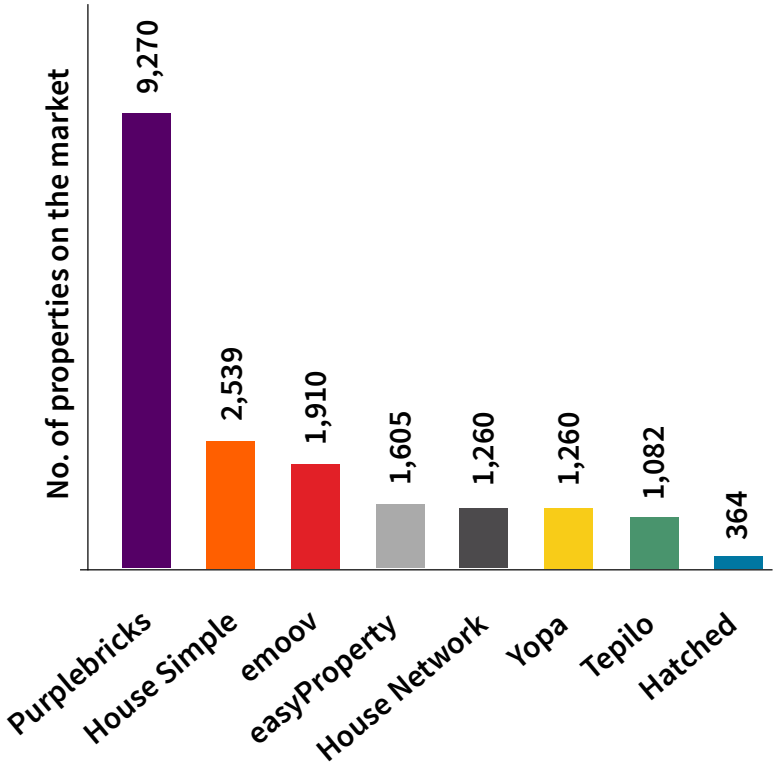
Verified by Land Registry: 91.9%

We are proud of our success

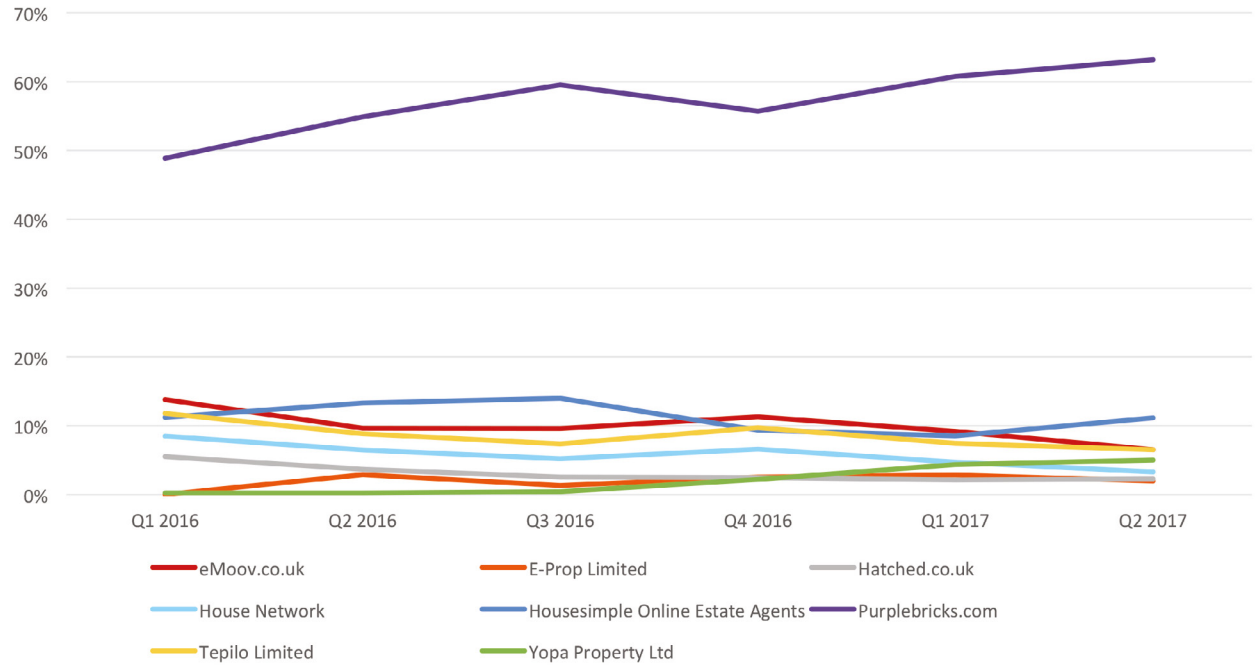
Online market share

Purplebricks' position within the Top 7 online estate agencies

Share of properties for sale



Quarter on quarter market share



Source: Rightmove

Source: Zoopla. Figures represent residential properties for sale listed as at 29/11/2016.
For commercial reasons we withdraw properties from Zoopla when SSTC.

Growing our brand

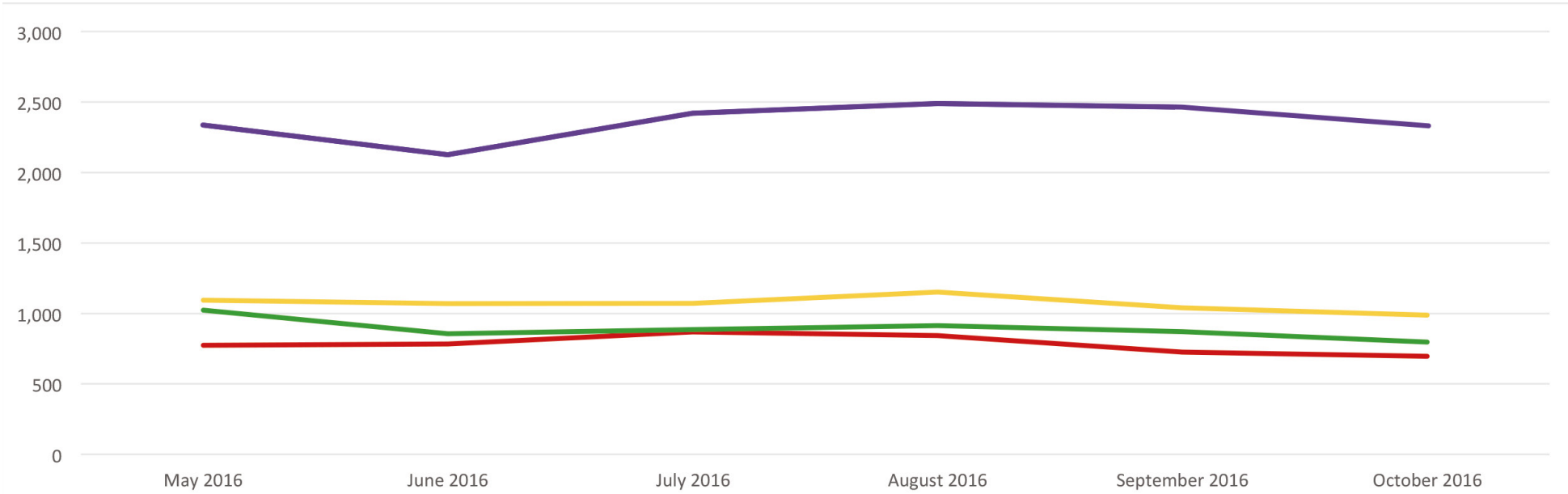
Google search traffic vs. high street agents

Search terms

purplebricks	foxtons	connells	haart
purple bricks	foxtons.com	connells.com	haart.com
purplebricks.com			

Google search volumes

Source: Google Trends Period: April 2015 - May 2016



Growing our brand

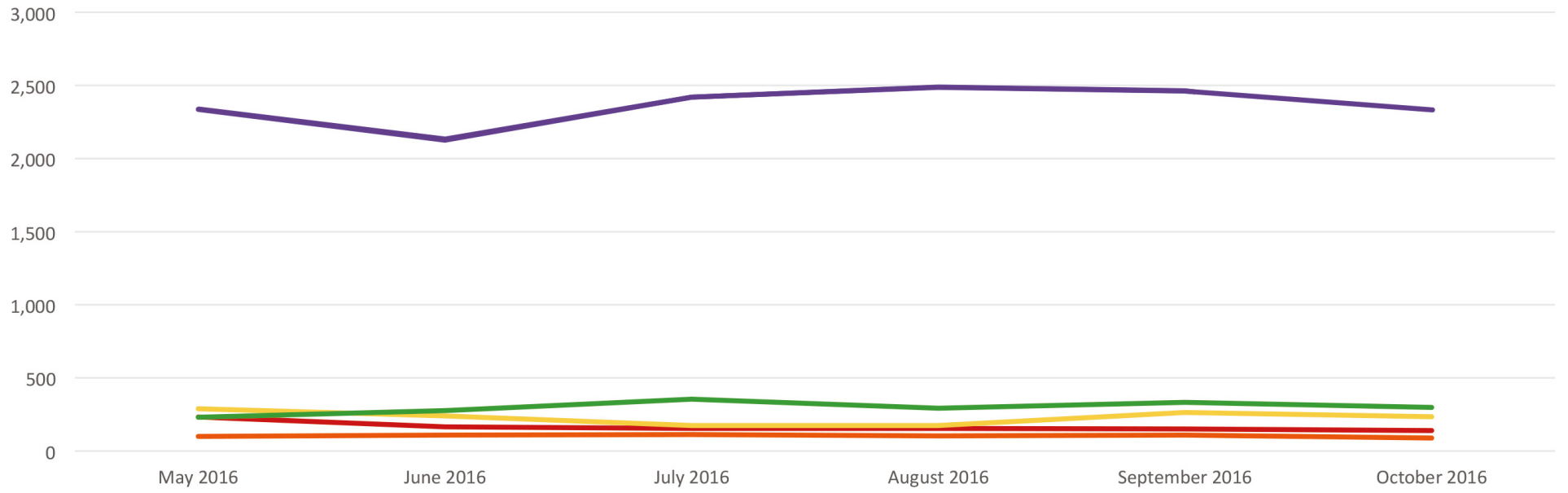
Google search traffic vs. online agents

Search terms

purplebricks	emoov	tepilo	housesimple.com	easyproperty.com
purple bricks	emoov.com	tepilo.com	house simple	easy property
purplebricks.com			housesimple	easyproperty

Google search volumes

Source: Google Trends Period: May 2016 - October 2016



Customers celebrating success

Adam Harrison-Trish

Cherida Morgan

Francine Wint

Hayley Williams

Nathan Paul

Billy Moat

Christine Wood

Sarah Rossell

Katie Painter

Leah Sullivan

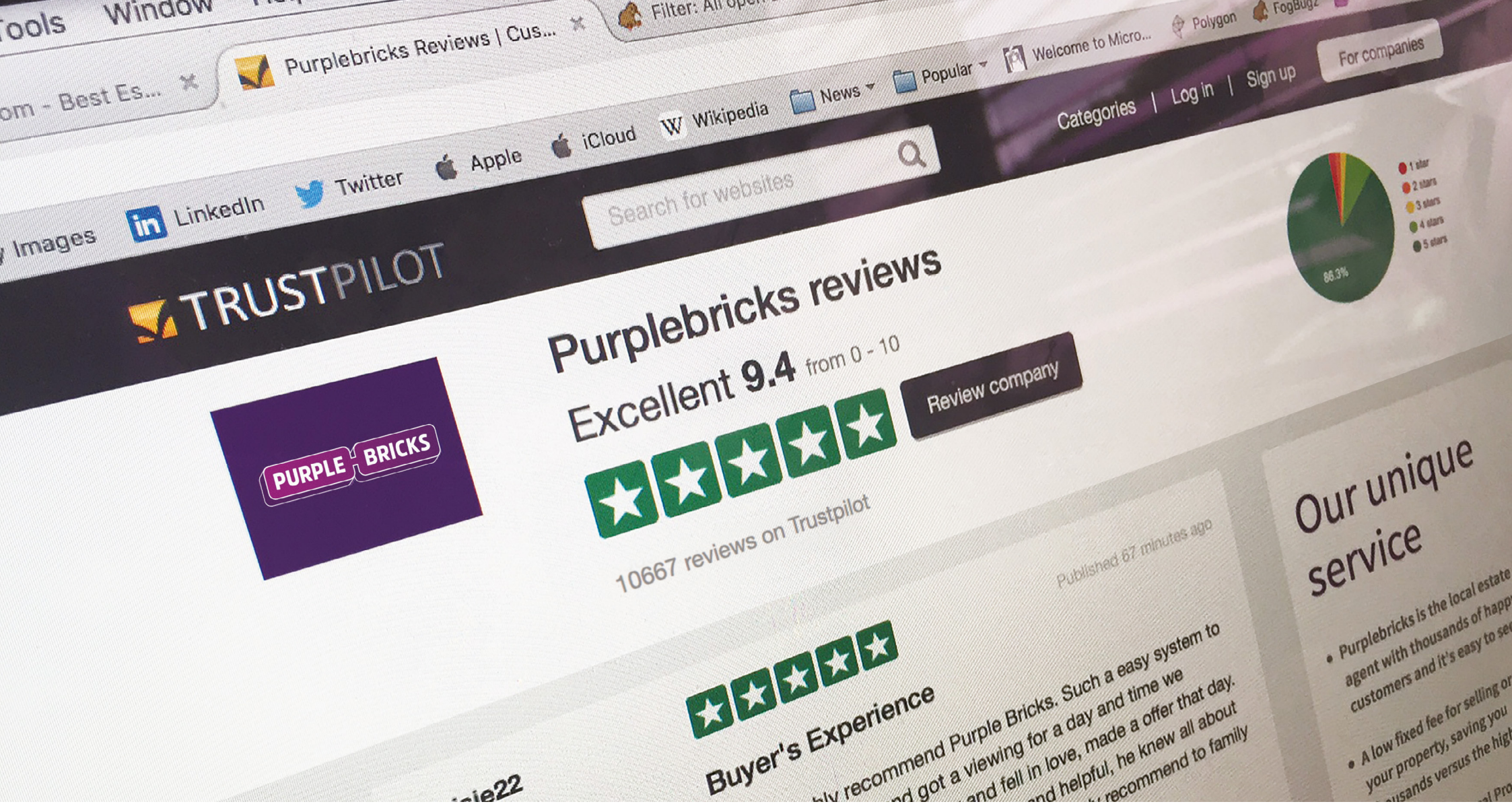
Louise Duke

Mrs Chamberlain

Paul Feltham

Jo Moore

Tim Manton



Our customers love us

Purplebricks on Trustpilot

Rebecca Brown
Head of Customer Experience

TRUSTPILOT

over
10,400
independent customer reviews - up **79%** since June 2016

rated
9.4
Excellent

over
10,000
of our reviews are rated
'Excellent'

Mark Heneghan and Sharon made the whole process of selling really easy. They were both very helpful from start to finish. We couldn't have been more happy with how the sale went. Anytime we needed to speak to mark we had no issues getting to chat with Mark or Sharon.

Janine Quinlan

Fantastic experience with letting our property. Chris Wdowczyk was really great, gave us lots of advice and kept us up to date with the latest on viewings etc all the time. Our property was let very quickly and it was very easy and stress free to complete.

Chris Booth

Purplebricks have provided an incredible service from our initial meeting with our knowledgeable property expert, Branka, through to the post sales support. We sold quickly within 5 days and turned to Branka to help with negotiations which were handled professionally.

Penny Bell

Australia – The revolution has started

- Launched Australia September 2016
  - Queensland & Victoria
  - Other states coming
- First class execution
- Unprecedented press coverage
- Tracking better than UK launch region
- Brand awareness
- Brand loyalty
- Selling houses – show next videos as follows:
- Revenue of over $1mAUD in first seven weeks

Our fantastic Australian management team

Ryan Dinsdale
Australia CEO

Luke Pervan
Australia Sales Director

Joby Russell
Chief Marketing Officer

Andrew Vass
Recruitment & Training Director

Andy Harris
Operations Director

Australia – Early success

Australia – Our customers love us

Our agent Lou Lihari was fantastic. Nothing was ever too much trouble and he worked extremely hard to help us with the sale of our house. I would highly recommend Lou and the Purplebricks team!

Tania C

I had a fantastic experience with Purplebricks. Everything happened so smoothly and calmly, not one hiccup. Prue was professional, friendly and always available. I got a great price and great service.

Tanya Elsegood

Selling my property with Aaron and Purplebricks was stress-free, fast, smoothly done and not to forget very affordable. I would highly recommend Aaron to anyone looking at selling there property in the future.

Steve

Watch this space – launching in your Australian suburb soon

4. Appendix

Changing the landscape

The opportunity for the very best estate agents in the UK to be their own boss

We give our Local Property Experts

A BRAND

ADVERTISING & MARKETING

AN INFRASTRUCTURE

VALUATION OPPORTUNITIES

FIRST CLASS TECHNOLOGY

24/7 SUPPORT

Empowering them to create their own scalable, profitable business

Combining people with technology

Technology that acts like the perfect professional estate agent partner

- Reliable - never ill, never late, never on holiday, never sleeps, always works at their optimum level
- Books their valuation
- Arranges their viewings
- Handles all of their instructions
- Orders their EPC's and boards instantly
- Gets the property particulars approved and onto the property portals
- Collects and provides their customers with feedback
- Updates their customers on their marketing when they want to be updated
- Provides advice when the customer needs it
- Changes the price when required
- Receives and negotiates offers
- ***And they work 24 hours a day***

Delivering on our promises

Delivering cost effective value and first class service

What's in it for the customer?

- They pay a fraction of the cost of a traditional estate agent
- They get a first class Local Property Expert who retains responsibility for delivering on the service until they move home
- Their house can be live on the market in under an hour anytime 24/7
- We can undertake all the viewings for an additional fee
- They get access to Purplebricks' online platform 'my purplebricks.com'
- Access to their LPE and they can speak to someone 24/7
- They can instantly see everything that is happening with the sale of their property
- App being launched for further convenience
- They can use our mortgage and conveyancing services, purchase insurance and other products and services
- They get support from our Post Sales Support team once their house is sold through to them moving home

Estate agents want to be LPEs

- All Local Property Experts go through a rigorous training and recruitment programme
- They are some of the most experienced estate agents in the industry who want to run their own businesses
- Most are self-employed (90% soon to be 98%)
- They have their own postcode to postcode region
- They engage people within their territory to act as a Local Property Expert (subject to the same recruitment and training programme) – continuing the plan of becoming ultra local
- They build their business and grow capital worth in their territory
- They earn more money
- They are more productive
- Technology acts as the custodian for ensuring we deliver first class customer service

Disclaimer

This presentation includes statements that are, or may be deemed to be, “forward-looking statements”. These forward-looking statements can be identified by the use of forward-looking terminology, including the terms “believe”, “estimates”, “plans”, “projects”, “anticipates”, “expects”, “intends”, “may”, “will”, or “should” or, in each case, their negative or other variations or comparable terminology. These forward-looking statements include matters that are not historical facts and include statements regarding the Company’s intentions, beliefs or current expectations.

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