

PROPERTY REQUEST



INVESTOR PRESENTATION

2018



VISION

- ✓ To provide an outstanding level of service and expertise in the Property market that is both on-demand and to help Buyers connect with Sellers with a Tech Led Platform.
- ✓ Allowing buyers to post their individual requests and creating a marketplace where agents and sellers propose suitable properties rather than searching or having to make the same request repeatedly at every agent in desired Location.
- ✓ Helping people find their Dream Homes in their Ideal Location.

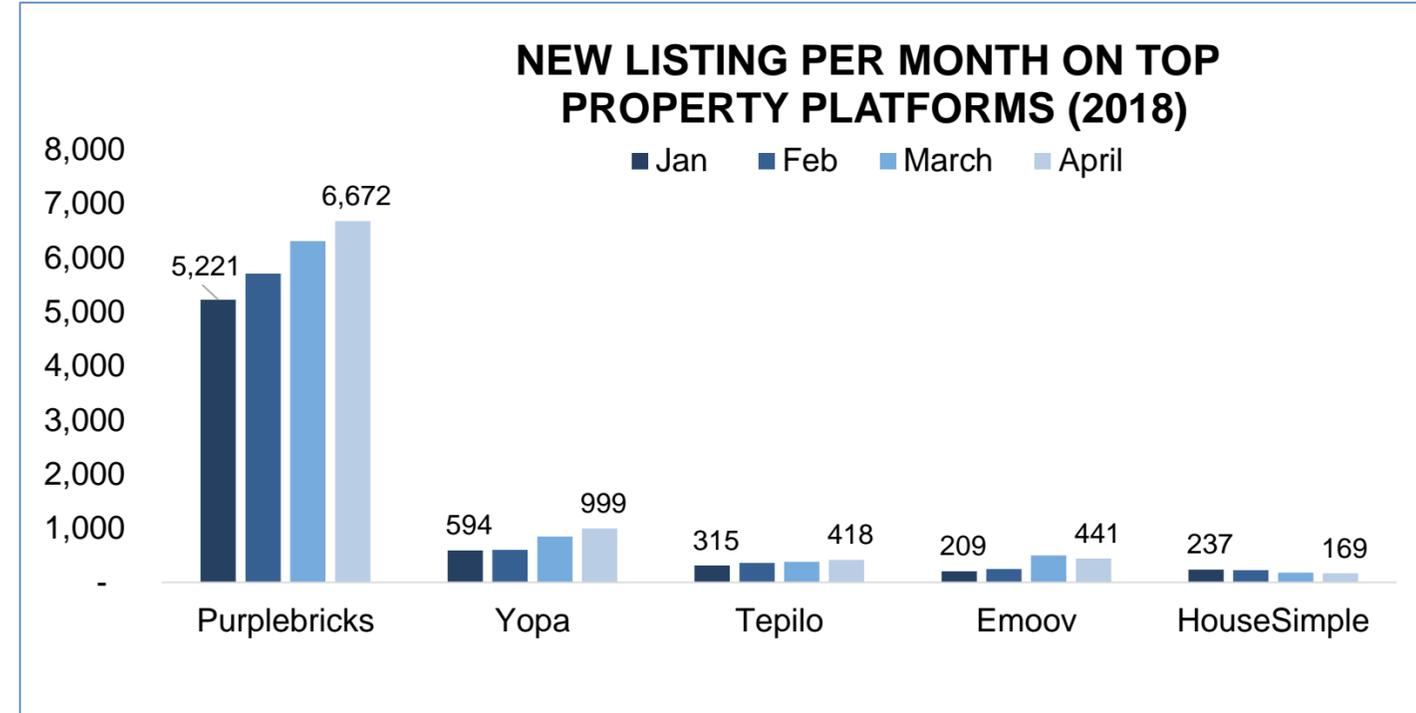
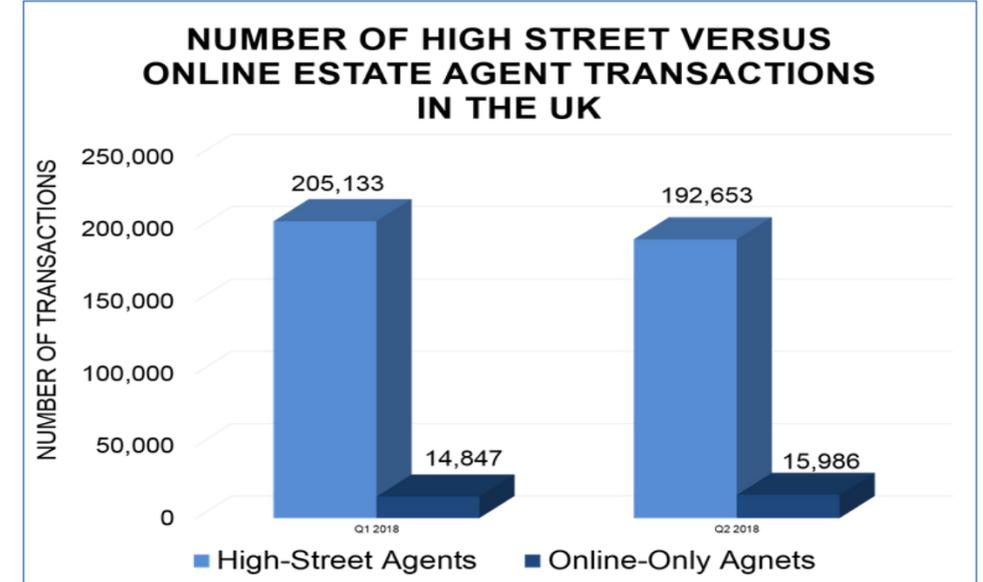


UNIQUE SELLING PROPOSITION

- ✓ To invert the current selling model from a seller led to a buyer led model. The "On-Demand" model mirrors start-ups like Uber, Airbnb and Deliveroo where supply and demand are in perfect synchronization.
- ✓ Create supply through on-the-ground targeting through local area action in the target market.
- ✓ The Preferred Supplier model will change the dynamics of the industry by giving first access to exclusive agents.
- ✓ Create a niche opportunity where 15,000+ Agents see the needs of buyers and their buying position such as cash buyer, mortgage no chain etc. and then can prioritise time & effort.

MARKET OPPORTUNITIES

- ✓ The rise of internet shopping has driven the growth of online property agents. The trend for using online estate agents will continue because of the expensive high street counterparts - making the online agent offering attractive for homeowners.
- ✓ New listings market share for the online agents in the UK have increased from 5.7 per cent in January to 7.1 per cent in April 2018. Also, the number of transactions made by high street agents reduced by 12.5 thousand in one quarter while the number of online estate agent transactions increased during the same period by over one thousand transactions.
- ✓ According to government data, fees from residential home sales in the UK are worth about 4 billion pounds a year. Online agents' fees ranging between £500-£1,000 have pushed traditional estate agent commissions down to around 1.3 per cent of the value of a sale from about 1.8 per cent five years ago, according to analysts at UBS. They also project the fees falling further, to about 1 per cent. The whole scenario is pushing buyers from high-street agents to online agents.
- ✓ The online agency business model works at scale. A key hallmark of the model are low fees combined with centralized and specialized operations that process listings at an exponentially higher rate than traditional agents.
- ✓ According to Rightmove, overall property exchanges have increased by nearly 8% compared with the same period last year.
- ✓ Usage of property portals in the UK recorded high with 47% of the population having used a property search website in the last 12 months (as of 2016).



Technology Has Reshaped The UK Housing Market

The impact of mobile-friendly tools like property platforms launching downloadable apps has opened up a world of new business with customers searching for properties at the touch of a button, 24 hours a day, 7 days a week. Zoopla and Primelocation recently sold for 2+ Billion and Rightmove has an approximate valuation in excess of 5 Billion.

With social media channels such as Facebook and Twitter this has given customers another way to connect and engage with professionals within the industry in order to keep track of the latest news and insights. With a Tech Led on-demand Platform such as Property Request taking elements from these social channels such as swipe, follow, share and news feeds the connection with this market will help to attain users.



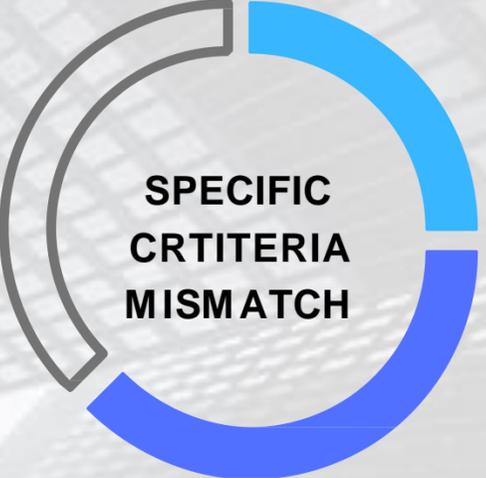
PROBLEMS FACED BY UK REAL ESTATE MARKET



High street agents usually charge a percentage of property's selling price. For example, if you sold a property worth £250,000, using a high-street estate agency that charged 1.3% commission, you'd pay £3250 where with is it will be in the £500 region.



Most estate agents in the UK offer broadly the same package of services – valuation, production and listing on Rightmove, accompanied viewings and negotiations. They do not provide flexibility with regards to the services they provide.



The high street agents disregard the specific criteria of the prospective buyers entirely. Viewings are not personalised, and the buyers are left with less choice, control and value.



Online property platforms only give a chance to the estate agents to list the property. The public cannot directly list their properties on the portal. Instead, they have to contact the agents to list on their behalf and pay unfair commissions for this right.



More 'traditional agents' are now charging upfront fees in addition to the higher fees on completion. The agents have failed to incorporate technological solutions into their business model, that has resulted in charging more fees and commission from the buyers.



Traditional property finding services have generally always been for wealthier customers and charge registration and % of purchase price has their fees. Our system creates a property finding service even for first time buyers.

SOLUTIONS PROVIDED BY THE PORTAL



PERSONALISED SOLUTION

- Prospective buyers can post to Property Request with their on-demand specifications (budget, location etc.).
- Property Request adopts a hybrid model and will send people to the buyer's chosen location to increase getting a property within the chosen street and area.



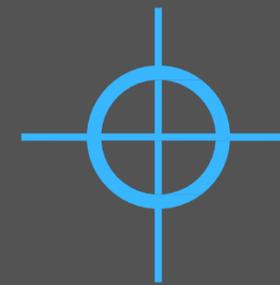
LISTING BY GENERAL PUBLIC

- Platform provides an easy-to-use online system that allows the general public to sell their property without an intermediary.
- Putting the power in sellers' hands makes transactions a lot easier, quicker, cheaper and less stressful for all the stakeholders involved.



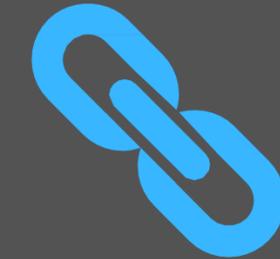
NO SALE-NO FEE

- Property Request will charge the agents a monthly fee.
- The Public will only pay a fee if we find them a Property or if get a successful sale.



ONE FLAT FEE/COMMISSION

- Platform will charge one flat fee in the form of packages.
- Fee charged will be low as compared to high street property agents and other existing players.



LINK TO VALUATION WEBSITES AND TO CONVEYANCERS

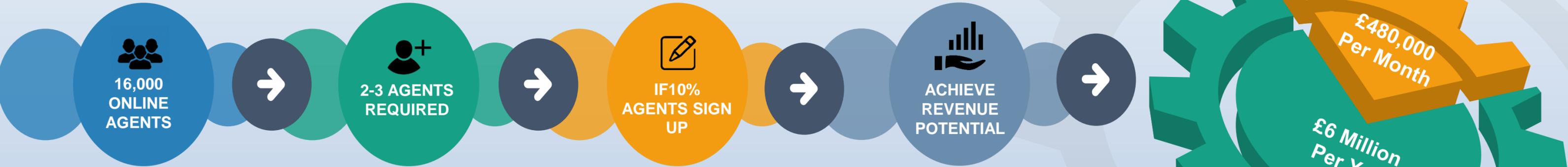
- To link buyers to valuation and conveyancers' websites for the completion of the whole process.
- Aims to provide a web app that better delivers services and more control to the buyer through technology.



PROMPT AND 24 HOUR ACCESS

- The goal is to have every agent pay the same fees and all getting instant notification and come under the Tier 1.
- Buyer and seller can check any update on the sale of property anytime, anywhere.

REVENUE POTENTIAL



Total number of online agents in the UK is 16,000 approximately

To ensure national coverage, Property Request will deploy 2-3 agents in each town/city in the UK

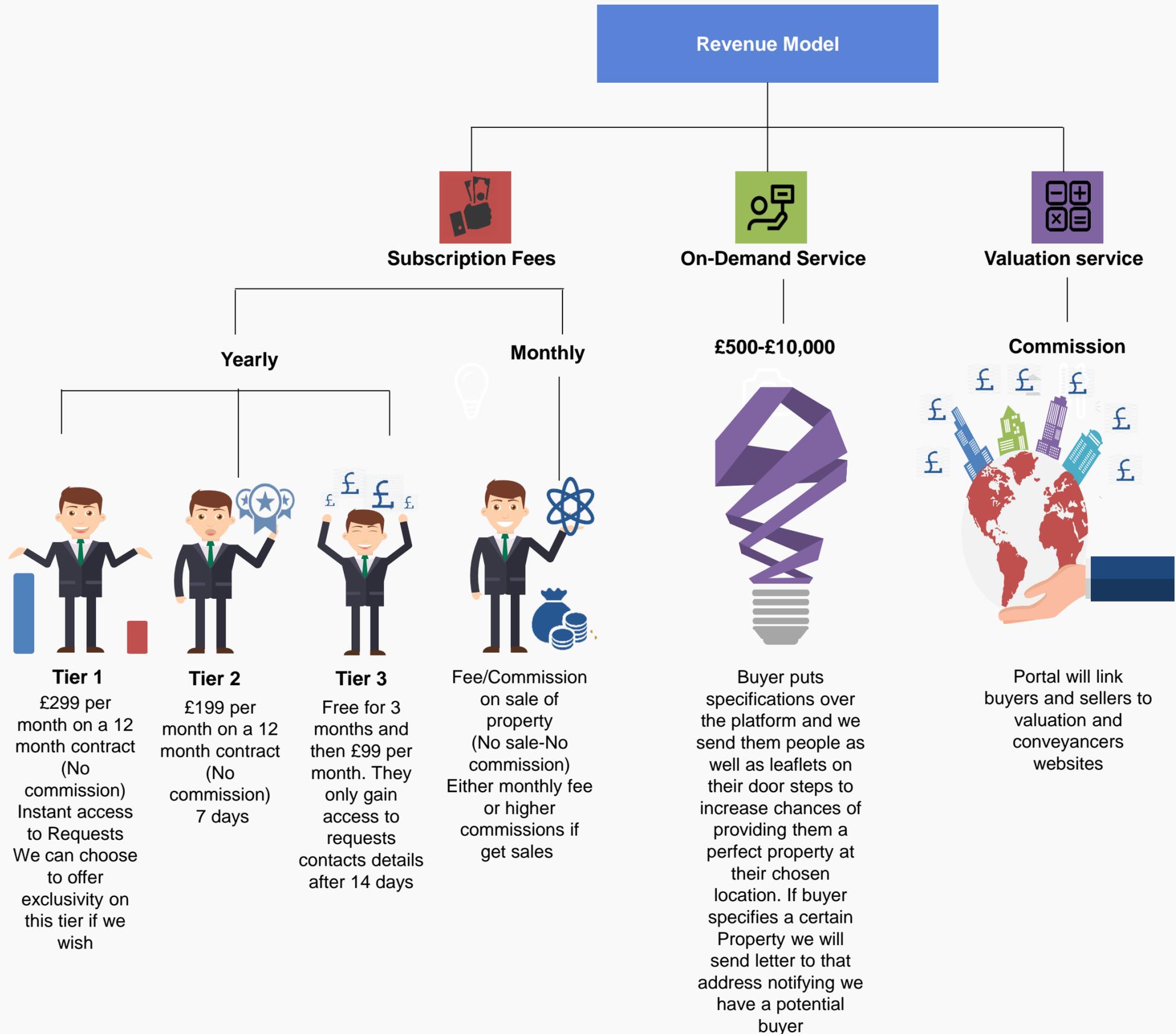
If 10% of total agents sign up i.e. 1600 (16,000*10%), paying £300 per month



BUSINESS MODEL



PREFERRED SUPPLIER MODEL



PORTAL'S USER INTERFACE

