



RP Data Ltd ASX Announcement: 3 January 2007

RP DATA SUCCESSFULLY COMPLETES ACQUISITION OF WESTERN AUSTRALIAN BASED “HOME OPEN” AND VICTORIAN BASED “LOCALWISE”

RP Data Ltd (“RP Data”, the “Company” ASX: RPX) has completed the acquisitions of two privately owned property information services providers, WA based Home Open (Real Soft Pty Ltd) and Victorian based Localwise Pty Ltd.

The two acquisitions will provide additional customers, data and intellectual property. They represent strategic “bolt-on” acquisitions for RP Data in the core real estate agent segment and position RP Data as the leading provider to real estate agents in both states.

Overview of the acquired businesses:

Home Open – was founded in 1996, and is a private owned property information services provider based in Perth. The business has core strengths through its innovative sms, newsletter and contact management functionality in addition to a core base of historic data back to 1996.

Localwise – was founded in 1996, and is a private owned property information services provider based in Melbourne. The business has a significant customer base in Victoria, a deployed software system, and comprehensive property data including listing records, zoning data and building permits.

Graham Mirabito – RP Data's CEO stated *“These acquisitions are in line with our stated strategic direction to expand our penetration in all regions and are a great fit for RP Data given the customer base, core historic data assets, and software all of which will be assets contributing to the wider RP Data product portfolios, in particular attribute data for our new Valuation Services Portfolio. We also see a number of benefits to be provided for Home Open and Localwise subscribers who will now be able to access additional data services and in particular access additional products such as RP Mobile, RP’s one touch Predictive CMA, instant valuations with RP Automated Valuation Models and Property Indices with RP Market Pulse.”*

Financials:

- The total consideration for the two acquisitions was \$2,675,000 in cash.
- In total these acquisitions are expected to generate over \$1,000,000 in revenues over the next twelve months.
- Significant cost reductions are expected with the integration into RP Data's existing operational and IT infrastructure.

RP Data will recognise 6 months of each acquisition in its FY07 accounts, less charges for amortisation of any identifiable intangible assets.

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Acquisition Funding:

The acquisitions were funded out of existing cash reserves and are expected to be EPS accretive within 12 months on a cash earnings and reported net profit after tax basis.

For details, contact Graham Mirabito, Chief Executive Officer on +61 7 3114 9999 or ceo@rpdata.com.

Background Information:

RP Data Ltd (“RP Data” or the “Company”), is a leading provider of residential property data and information services in Australia and New Zealand, and is the market leader in the provision of Property Information Services to real estate agencies nationally and in most Australian States and New Zealand.

The key features of RP Data’s business (pre these acquisitions) include:

Market Leadership – RP Data is the market leader in the provision of Property Information Services to real estate agencies on a national basis in Australia and in New Zealand, with an estimated 63% market penetration.

Attractive Business Model – the Company’s predominantly subscription-based direct debit revenue model has in recent years generated attractive margins and predictable core earnings growth, low working capital requirements and minimal bad debts. RP Data enjoys high incremental margins on product sales due to its largely fixed cost base.

Large and Comprehensive Database – Database of Australian and New Zealand residential property information containing over 58 million records and is currently growing at an additional 6 million records per annum, covering approximately 85% of residential properties in Australia and New Zealand.

Multiple Growth Opportunities – RP Data is well positioned to expand its penetration of its Property Information Services and Real Estate Software within real estate agencies in Australia and New Zealand, both organically and through bolt-on acquisitions. Cross-selling presents attractive growth opportunities. Growth is anticipated to be driven by further expansion into related segments such as finance, insurance and financial planning.

Attractive Industry Dynamics – Barriers to entry include limited availability of government data licences and the fact that some data sets are no longer publicly available. Most, if not all, real estate agents require access to property information services in some form.

Operational and Organisational Ability – RP Data has an experienced management team and Board of Directors.

Strategic Alliance with First American Real Estate Services L.P – FARES L.P, a leading North American provider of property data, information services and analytics, has recently acquired 38.1% of RP Data. In order to accelerate its growth, RP Data plans to leverage the experience of FARES L.P, which in North America has successfully developed and marketed new Property Information Services and expanded its presence into non-real estate industry segments.