

12 May 2021

ASX ANNOUNCEMENT

FARMBUY.COM

AUSTRALIA'S FASTEST-GROWING RURAL REAL ESTATE WEBSITE HITS 1 MILLION UNIQUE VISITORS

Highlights

- 1 Million Unique Visitors to Farmbuy.com in the last 12 months, up 107%
- Website Properties Listings reach an estimated value of \$1.5 billion
- Further investment in website upgrades to drive advertising partnerships and consumer revenue
- Signs ongoing paid advertising partnership with PFG Australia
- Launches goregional.com.au, including full integration with seek.com.au (ASX:SEK) and 22 Real Estate CRMs enabling the display of nearly 70,000 job listings and 12,000 Property Listings
- Forecast to achieve an annualised revenue run-rate >\$1.0m by Dec 2021

Future First Technologies Ltd (ASX: FFT) (FFT or the **Company**) is pleased to provide an update on the operating status of its 100% owned rural real estate website – **Farmbuy.com**

Farmbuy.com is a specialist real estate website listing commercial agricultural properties and rural lifestyle properties for people looking for a move out of more densely populated cities throughout Australia. Properties listed on Farmbuy.com have an estimated total value in excess of \$1.5 billion and audience numbers have grown strongly. Unique visitors to the website are up an impressive 107%¹ year-on-year to over 1 million. Our unique audience is now generating almost 7.0 million page views per annum.

The increase in audience traffic on Farmbuy.com is driving an increase in the number of quality leads flowing to real estate agents and, as a result, we are experiencing growing revenue numbers from listings across the 400 real estate agencies represented on Farmbuy.com. Further, strong traffic numbers are leading to an increase in interest from enterprises looking to advertise on Farmbuy.com.

Farmbuy.com

The best place to find farms and rural property for sale



FUTURE FIRST TECHNOLOGIES

To improve the value proposition to advertisers, in Q3FY21 we invested in further upgrades including enhancements to the photo gallery and an overhaul to how listings and advertising revenue streams integrate. The upgrades make it easier to target key advertising partners (**KAP's**), with an initial focus on five key partnership categories - *Finance, Auto, Insurance, Retail and Machinery*. The sales effort is to secure higher value advertising revenue from a smaller number of advertisers looking to benefit from our targeted audience.

We are pleased to announce the signing of PFG Australia as our first KAP in the Machinery category. PFG Australia is a fully independent and privately-owned group of companies, who have a three-generation history of serving the Australian and New Zealand tractor and machinery markets.

We will continue to focus on building a highly targeted and engaged audience which is translating into a strengthening revenue pipeline; we now forecast to achieve an annualised revenue run-rate in excess of \$1.0 million by Dec 2021.

On the back of the strong growth in traffic on Farmbuy.com, we are pleased to also announce the launch of a sister website - **goregional.com.au**. The Go Regional website was launched to help Australians make the move from metro to regional areas. The website provides information about regional Australia, including schools, populations, climate and major events. The website also has over 12,000 properties for sale or lease and is integrated with **seek.com.au (ASX:SEK)** to display more than 70,000 regional jobs.

Royce Zygarlicki - Farmbuy.com, Head of Sales said:

"Having joined the business in February, it has been a very busy 3 months and we are being rewarded for the continued investment in our technology and people.

"I am thrilled to have secured PFG Australia as our first KAP, they are a global retailer of tractors and farm machinery and are working with us to increase their presence in Australia through connecting with our highly targeted rural audience.

"We have a strong value proposition for advertisers who are wanting to target rural property buyers or the rural sector more generally.

"We are in discussions with a number of other KAP's across our initial five target categories and expect further KAP's to be signed in the near-term."

This announcement has been authorised for release by FFT's Board of Directors.

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¹Source: Google analytics as at 07/05/21

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