



1 December 2009

The Manager

Company Announcements Office
Australian Securities Exchange
4th Floor, 20 Bridge Street
SYDNEY NSW 2000

Office of the Company Secretary

Level 41
242 Exhibition Street
MELBOURNE VIC 3000
AUSTRALIA

General Enquiries 08 8308 1721
Facsimile 03 9632 3215

ELECTRONIC LODGEMENT

Dear Sir or Madam

Potential IPO of SouFun Holdings Limited

I attach, for information, a copy of a media announcement for release to the market.

Yours sincerely

A handwritten signature in black ink, appearing to be 'CM' followed by a flourish.

Carmel Mulhern
Company Secretary

Potential IPO of SouFun Holdings Limited

1 December 2009 – The shareholders of SouFun Holdings Limited today agreed to commence a process to prepare SouFun for an IPO in 2010.

Telstra proposes to sell down its shareholding as part of that process.

Subject to regulatory requirements, further details will be provided as the process proceeds.