

# REALTOR.COM<sup>®</sup>

## Multiple Listing Service Forum

Luke Glass  
Executive Vice President  
Move, Inc.

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realtor.com<sup>®</sup>

# INVESTING IN OUR SHARED BRAND

realtor.com<sup>®</sup>

*real estate in real time*<sup>\*</sup>

- ✓ Modern, bold, sophisticated brand expression
- ✓ New tagline, emphasizing our distinct, ownable equities
- ✓ Expresses what we stand for:
  - Reliable expertise
  - Accuracy via real data, real listings
  - Finding your dream home

# WINNING WHERE IT COUNTS

With consumers

ACCURATE

24%

MORE

&

CREDIBLE

27%

MORE

# WINNING WHERE IT COUNTS

Visibility y/y

**25%**

**INCREASE  
UNAIDED  
AWARENESS**

**24%**

**INCREASE  
BRAND  
FAMILIARITY**

**32%**

**INCREASE  
OVERALL  
IMPRESSION**

# THE NEWS CORP FACTOR

**“We intend to use our media platforms and compelling content to turbocharge traffic growth and create the most successful real estate website in the U.S.”**

**Robert J. Thomson,**  
**News Corp’s Chief Executive**  
*New York Times, 09.30.14*

*News Corp*

*For Immediate Release*

## **NEWS CORP TO ACQUIRE MOVE, INC.**

*Will Become a Leading Player in Rapidly Growing US Online Real Estate Sector -  
Move to Benefit from News Corp’s Scale and Reach*

**NEW YORK, September 30, 2014** – News Corp and Move, Inc. (“Move”) announced today that News Corp has agreed to acquire Move, a leading online real estate business that brings consumers and REALTORS® together to facilitate the sale and rental of real estate in the United States.

*“This acquisition will accelerate News Corp’s digital and global expansion and contribute to the transformation of our company, making online real estate a powerful pillar of our portfolio”*

REA Group Limited (“REA”), which is 61.6% owned by News Corp and is the operator of the leading Australian residential property website, realestate.com.au, plans to hold a 20% stake in Move with 80% held by News Corp.

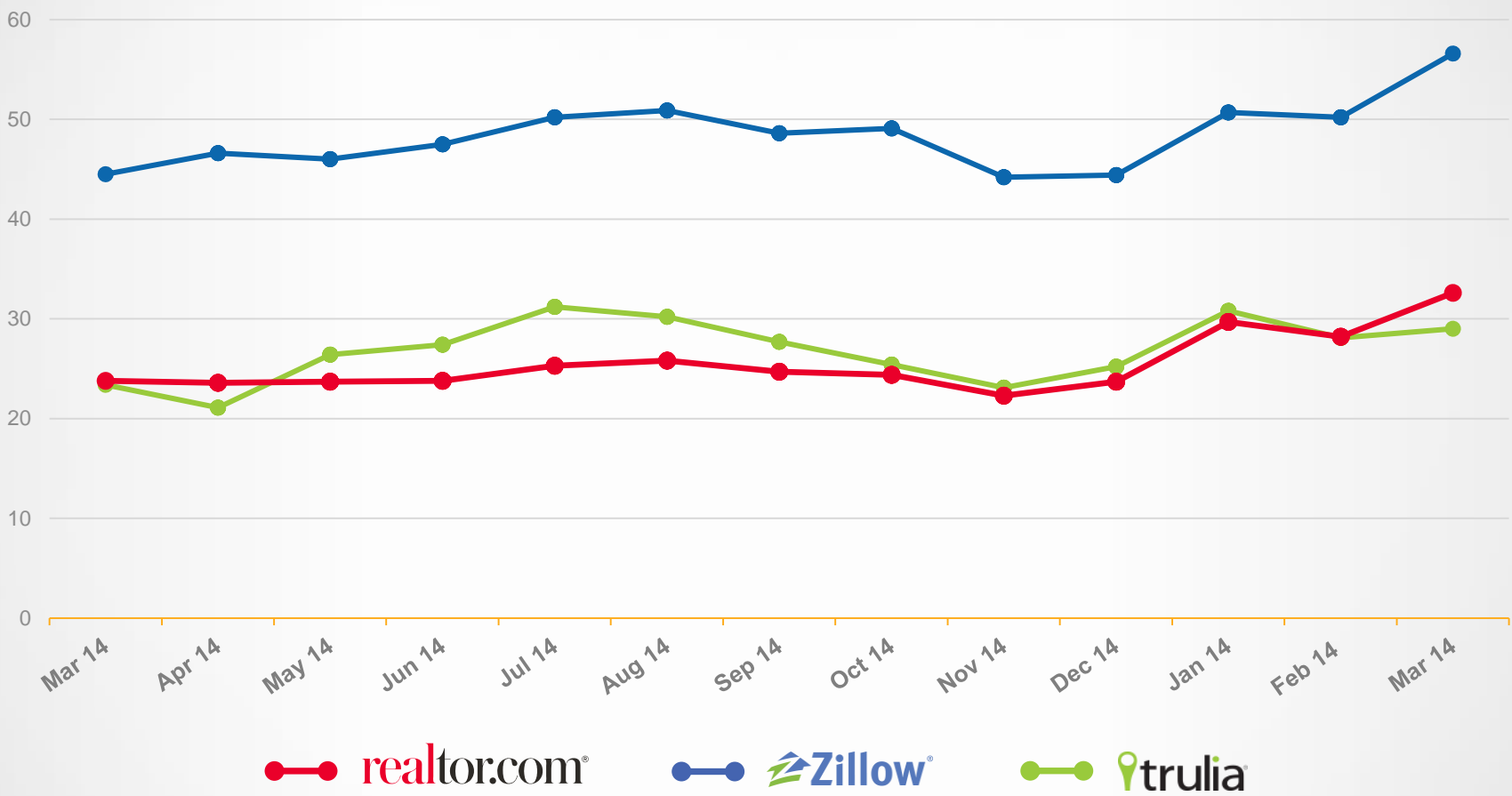
Through realtor.com® and its mobile applications, Move displays more than 98% of all for-sale properties listed in the US, sourced directly from relationships with more than 800 Multiple Listing Services (“MLS”) across the country. As a result, Move has the most up-to-date and accurate for-sale listings of any online real estate company in America. The Move Network of websites, which also includes Move.com, reaches approximately 35 million people per month, who spend an average of 22 minutes each on its sites<sup>1</sup>.

Move’s content advantage makes it well positioned to capitalize on the fast-growing US online real estate sector and the world’s largest residential real estate market. More than five million homes in the United States are bought and sold each year, representing more than \$1 trillion in annual transaction volume. Agents and brokers are expected to spend approximately \$14 billion in 2014 marketing homes (up from approximately \$11 billion in 2012), and an additional \$1 billion will be spent by mortgage providers<sup>2</sup>.

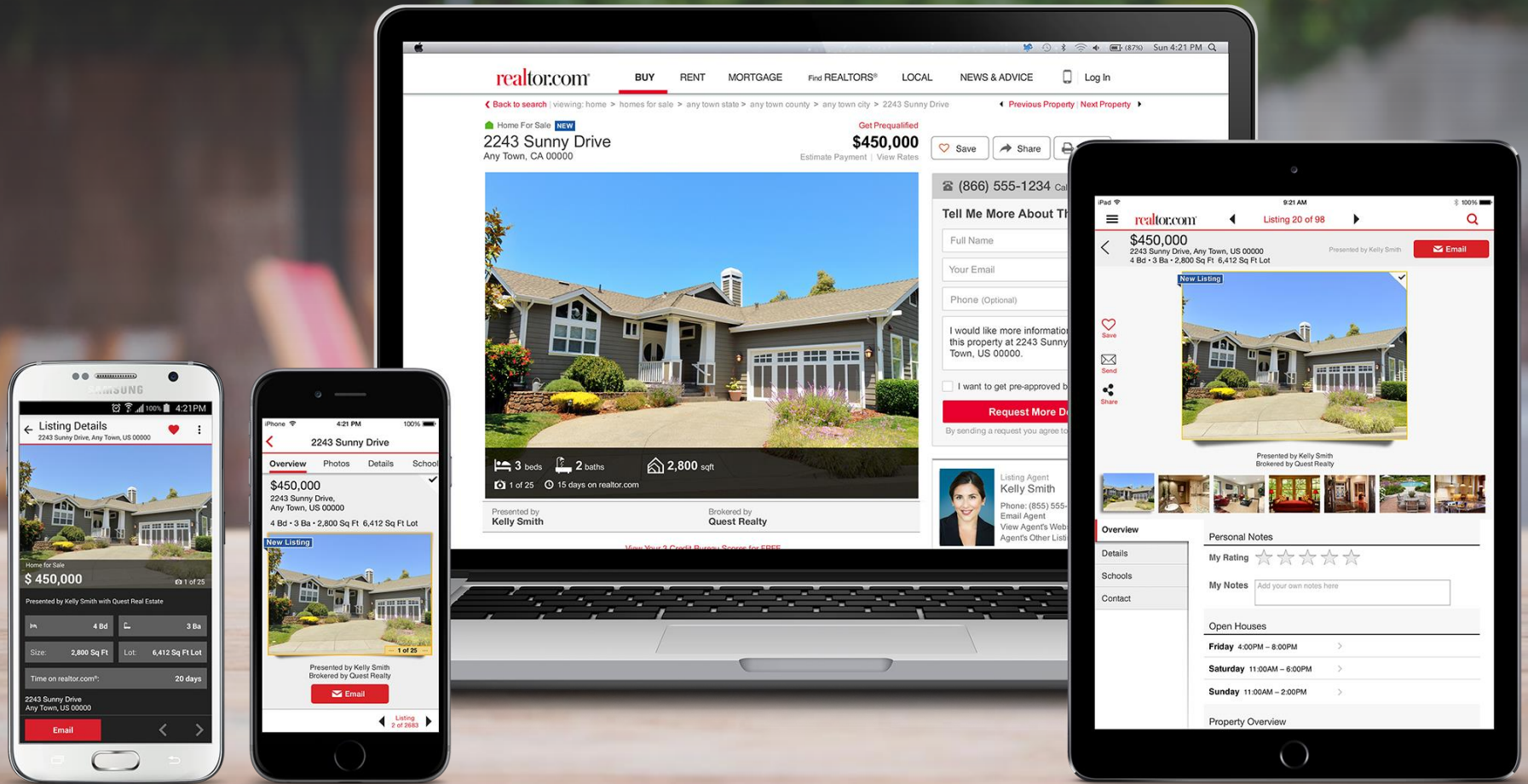
Under the acquisition agreement, which has been unanimously approved by the board of directors of Move, News Corp will acquire all the outstanding shares of Move for \$21 per share, or approximately \$950 million (net of Move’s existing cash balance), via an all-cash tender offer. This represents a premium of 37% over Move’s closing stock price on September 29, 2014. REA’s share will be acquired for approximately US\$200 million. News Corp intends to commence a tender offer for all of the shares of common stock of Move within 10 business days, followed by a merger to acquire any untendered shares.

# REALTOR.COM® SURPASSES TRULIA

Unique visitors in millions (multi-platform)

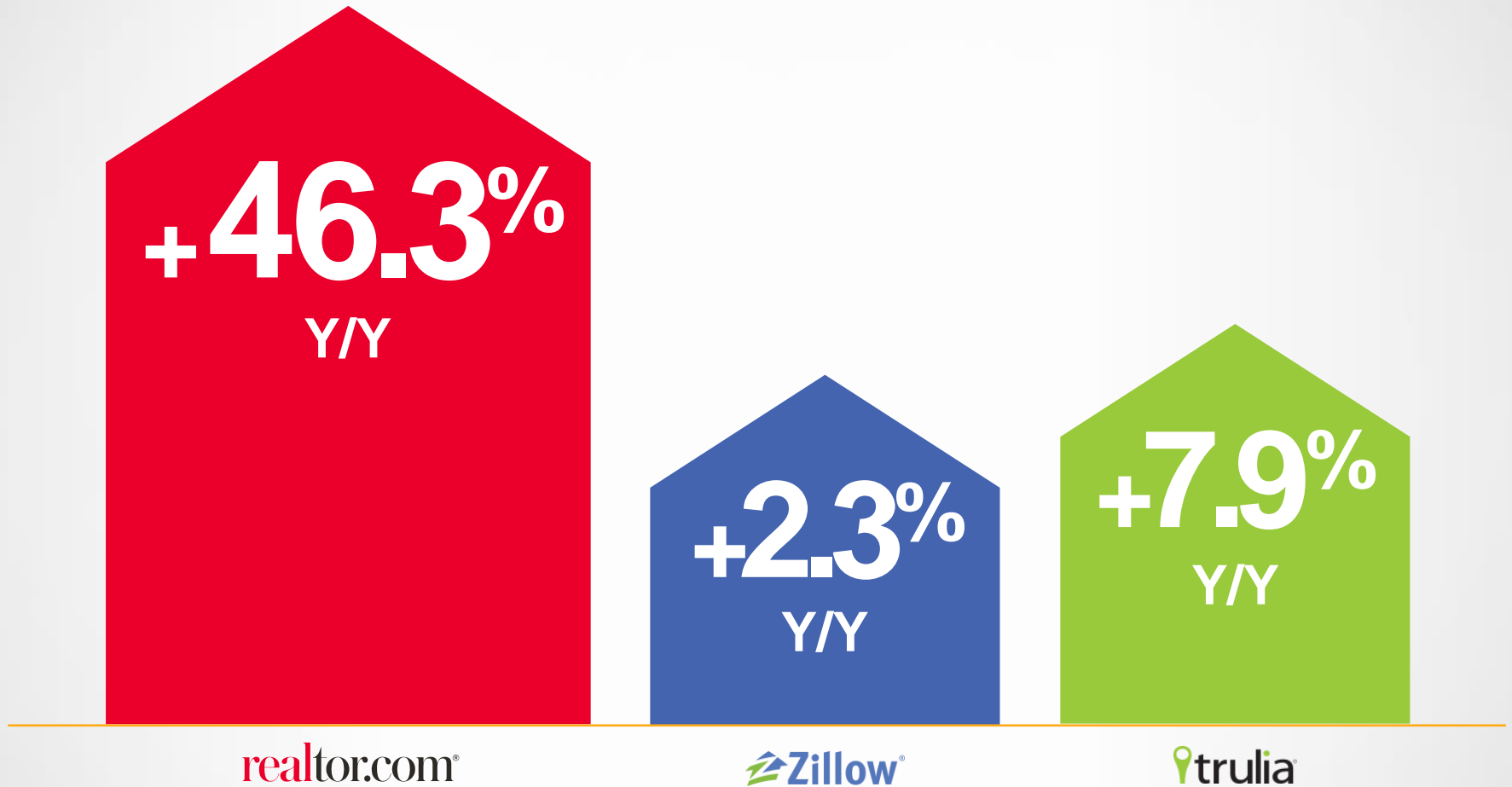


# DELIVERING A CONSISTENT WEB AND MOBILE EXPERIENCE



# INDUSTRY-LEADING GROWTH

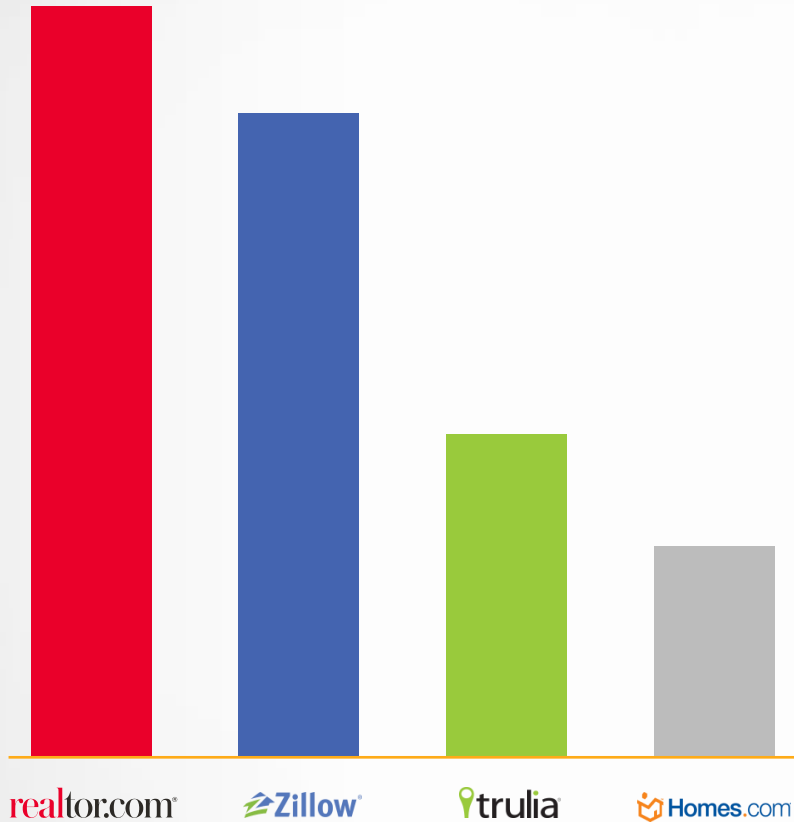
Page views (multi-platform)





# WINNING WHERE IT COUNTS

On which site did you find your agent?



# CREATING THE WIN/WIN WITH SOLD DATA

For Listing Agents - which tells a better story?

This screenshot shows a realtor.com profile for Kelly Smith Agent. The 'Listing Activity' section features a map with several green price tags representing active listings, such as \$1,150K, \$1,200K, \$1,300K, \$1,500K, and \$1,550K. Below the map, a list of active listings is displayed, including one for sale on Thursday, April 16, priced at \$710,000 for a 3br/3.0ba property, and another for sale on Wednesday, March 18, priced at \$289,000 for a 3br/2.0ba property.

**A Profile Showing Only Active Listings**

This screenshot shows the same realtor.com profile for Kelly Smith Agent, but with the 'Listing Activity' section displaying both active listings (green price tags) and sold data (red price tags). The sold data includes prices such as \$1,100K, \$1,150K, \$1,200K, \$1,250K, \$1,300K, \$1,350K, \$1,400K, \$1,450K, \$1,500K, \$1,550K, and \$1,600K. Below the map, the list of active listings is the same as in the first screenshot, but it is now presented alongside the sold data, providing a more comprehensive view of the agent's performance.

**Active Listings PLUS Sold data\***

# CREATING THE WIN/WIN WITH SOLD DATA

For Selling Agents (with no listings) - which tells a better story?

The screenshot shows the realtor.com profile for Kelly Smith, Agent in Any Town, US. The profile includes a header with navigation links (BUY, RENT, MORTGAGE, REALTORS®, LOCAL, NEWS & ADVICE) and a search bar. Below the header is a large image of a residential street with houses. A profile picture of Kelly Smith is shown on the left, with buttons for 'Ask a Question', 'Share', and 'View Contact Info'. Below the image are tabs for 'About', 'Team', 'Listing Activity', 'Local Expertise', and 'Recommendations'. The 'About Kelly Smith' section is expanded, showing a bio, 'Years of Experience: 11', 'Specializations: Greater Any Town area condos, Single family & multi-family properties', 'Area Served: Anytown, Boulder, Broomfield, Dacono, Denver, Erie, Estes Park, Frederick, Golden', 'Brokerage: Quest Realty', and 'Designations & Certifications'. The 'Price Range (last 6 months)' is listed as '\$245K - \$600K' and 'Recommendations' as '18'. The 'Listing Activity' section is collapsed.

Without sold data

The screenshot shows the realtor.com profile for Kelly Smith, Agent in Any Town, US, identical to the first screenshot. However, the 'Listing Activity' section is expanded, showing a map of the area with several red price tags indicating sold properties. The map includes a legend and a date filter set to 'Thursday, April 16'. The price tags on the map range from \$130K to \$250K. The 'Listing Activity' section also shows a date filter set to 'Wednesday, March 19' and a price range of '\$710,000 - 3br/3.0ba'.

With sold data

# WINNING WHERE IT COUNTS

Lead volume

**+325%**  
**GROWTH**  
**SINCE 2009**

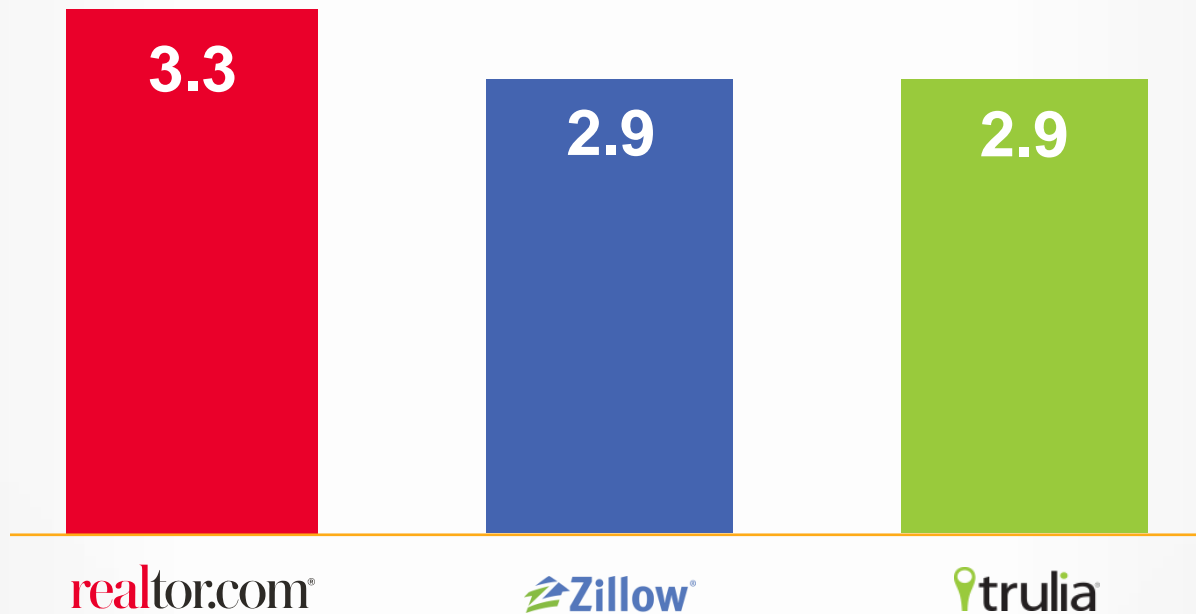
# WINNING WHERE IT COUNTS

## Lead quality

64% of survey respondents currently use realtor.com®, versus 44% for Z and TRLA.

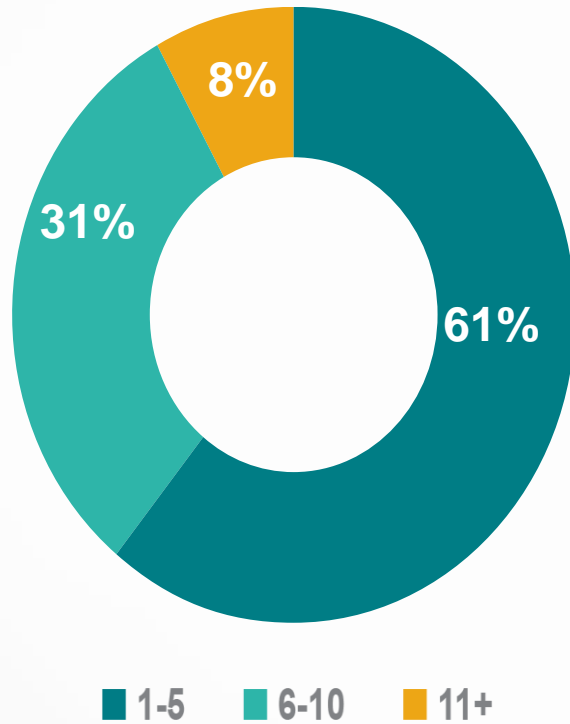
### Agent perceived effectiveness by channel\*

1 = Not Effective; 5 = Highly Effective

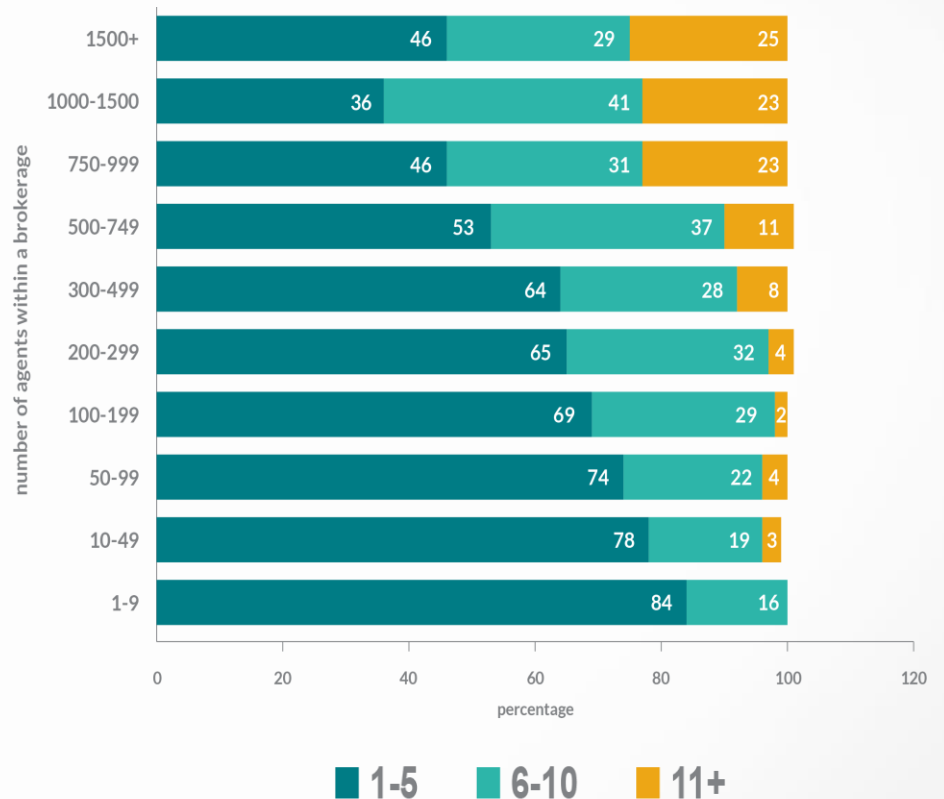


# PROFESSIONAL SOFTWARE

How many technology providers do you currently have?



How many technology providers – By Brokerage Size



# OUR COMMITMENT TO YOU

- ✓ Passionate
- ✓ Principled
- ✓ Purposeful

THANK  
YOU