

Media Release
3 October 2024

REA Group invests in 3D visualisation platform IMMERSIV

REA Group has announced a minority investment in IMMERSIV, a 3D visualisation platform designed specifically to support buying and selling off the plan properties.

IMMERSIV builds cutting-edge real-time 3D visualisation representations of new homes, new apartments, land estates, display villages and commercial properties. The tool enables users to immerse themselves in a project or development presenting buyers with an accurate 3D architectural representation.

REA is committed to providing its customers with the best digital tools and services, while empowering consumers with valuable information to support confident decision making on their property journey. REA's new investment in IMMERSIV recognises the innovative value of the platform's products.

REA Group Chief Customer Officer, Kul Singh said 3D visualisation platforms like IMMERSIV offer powerful sales tools for the Group's Developer and Commercial customers.

"The 3D visualisation of projects and high-fidelity renders have the potential to revolutionise the way developers and agents market and sell properties," Kul said.

"Around a third of all buyers buy off the plan and a tool like IMMERSIV can help developers showcase their product in a more dynamic way. IMMERSIV is leading the way in developing 3D visualisation, and it will continue to become an even more powerful tool over time."

IMMERSIV co-founder and CEO, Christian Schwerdtfeger commented: "We're thrilled to align with REA Group. This partnership marks a transformative step for IMMERSIV and it allows us to continue improving how buyers engage with off-the-plan properties. By combining years of research and development, cutting edge digital twin technology and the latest in interactive 3D technology - we have created a completely new and exciting way of visualising unbuilt property. Together we will set a new standard for interactive property experiences"

IMMERSIV can be added to realestate.com.au Project Profiles and realcommercial.com.au Elite and Elite Plus listings.

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About REA Group (www.rea-group.com): REA Group Ltd ACN 068 349 066 (ASX:REA) ("REA Group") is a multinational digital advertising business specialising in property. REA Group operates Australia's leading residential and commercial property websites – realestate.com.au and realcommercial.com.au – as well as the leading website dedicated to share property, Flatmates.com.au and property research website, property.com.au. REA Group owns Mortgage Choice Pty Ltd, an Australian mortgage broking franchise group, PropTrack Pty Ltd, a leading provider of property data services, Campaign Agent Pty Ltd, Australia's leading provider in vendor paid advertising and home preparation finance solutions for the Australian real estate market and Realtair Pty Ltd, a digital platform providing end-to-end technology solutions for the real estate transaction process. In Australia, REA Group holds strategic investments in Simpology Pty Ltd, a leading provider of mortgage application and e-lodgement solutions for the broking and lending



industries and Arealytics, a provider of commercial real estate information and technology in Australia. Internationally, REA Group holds a controlling interest in REA India Pte. Ltd. operator of established brands Housing.com and PropTiger.com. REA Group also holds a significant minority shareholding in Move, Inc., operator of realtor.com in the US, the PropertyGuru Group, operator of leading property sites in Malaysia, Singapore, Thailand and Vietnam and Easiloan, a technology platform for end-to-end digital processing of home loans in India.