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## **OnTheMarket plc confirm commercial partnership with Autoenhance.ai**

OnTheMarket plc is pleased to announce details of its commercial partnership with Autoenhance.ai Limited, the AI photo editing platform.

The Autoenhance platform enables agents to instantly enhance property photos, including sky replacement, relighting an image to achieve perfect contrast and perspective correction. The AI within the Autoenhance platform applies the optimum enhancements to uploaded photos and returns the best possible version of the image within 10 seconds for instant download and use by the agent. Autoenhance claims that its process is 8,000 times faster than manual editing, and between 24 and 48 hours quicker than outsourcing images to manual photo editors.

Autoenhance was founded by AI expert and CEO Jamie McNally, together with Chairman and industry stalwart Adrian Gill, whose near-two decades of agency sector experience include directorships at Connells, LSL and Leaders Romans, along with NED roles in the legal and proptech sectors.

As a result of the partnership, all OnTheMarket agents will benefit from unlimited, free access to the Autoenhance platform to optimise images for use on their listings with OnTheMarket and, for a limited period, will be able to download up to 50 high resolution, enhanced photos for free, which can be used for their listings elsewhere, including on, their own websites, social media and in other marketing activities. Access to AutoEnhance for OnTheMarket agents will be via OTM Expert, with the integration anticipated to go live in the first quarter of 2022.

Jason Tebb, Chief Executive Officer of OnTheMarket plc, comments: "This partnership is one that brings cutting edge proptech to our agents in a way that solves a very real, day to day challenge. Any agent will tell you that consistent, professional quality imagery is both time consuming and expensive to produce, yet of course is essential for all property marketing activities, not just on portal listings but on their own websites and on social media. Up until now, agents who want to take their own images have had a choice of outsourcing to professional photo editing companies or relying on a

member of their team who was well-versed with specialist editing software and who had hours free to spend editing images, as well as doing their day job. Now, the Autoenhance team has harnessed AI technology to provide a platform that provides property professionals with results instantly, saving them both money and time.”

Jamie McNally, Chief Executive Officer of Autoenhance, comments: “When we first met with Jason to discuss working together, he described that his goal is to build a suite of products and services that provides agents with cost-effective solutions to ‘real world’ problems, alongside delivering innovation in the portal space. In partnering with Jason and the OnTheMarket team, we’re really looking forward to bringing innovation in image enhancements to a wider audience of agents, which will help them quickly and easily create professional-quality photography for their listings and marketing campaigns. We’re excited to start work on the integration and really looking forward to rolling this out with OnTheMarket in the coming months.”

Jason Tebb concludes: “By adding Autoenhance to our growing number of ‘best in class’ commercial partnerships, we’re equipping our agents with another truly innovative and smart solution. It’s further evidence of our commitment to providing our agents with additional products and services that add tangible value and benefit to their membership with us, but there is more to come and I look forward to sharing further news in the very near future.”

Ends.

About OnTheMarket:

OnTheMarket plc, the majority agent-owned company which operates the OnTheMarket.com property portal, is a leading UK residential property portal provider.

Its objective is to create value for shareholders and property advertiser customers by delivering an agent-backed, technology enabled portal, offering a first-class service to agents and new homes developers at sustainably fair prices and becoming the go-to portal for serious property-seekers.

OnTheMarket provides a unique opportunity for agents to participate in the equity value of their own portal. Agent backing and support enable OnTheMarket to display "New & Exclusive" properties to serious property-seekers 24 hours or more before agents release these properties to other portals.

About Autoenhance.ai:

Autoenhance.ai was founded in 2020 with the vision to develop artificial intelligence to instantly enhance property photos for estate agents and marketers.

Autoenhance recognises that estate agents want access to high-quality photo enhancements, and that they want them as quickly and cheaply as possible. Not only does the Autoenhance platform deliver instantly optimised images, but users are able to benefit from a highly cost-effective pricing model.

Autoenhance's founders are its CEO Jamie McNally, a data scientist who specialises in image-led AI, and Adrian Gill (Chairman), a veteran of the residential property sector.