



OnTheMarket plc - OTMP Admission to AIM and First Day of Dealings
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9 February 2018

Admission of OnTheMarket plc to Trading on AIM and First Day of Dealings

OnTheMarket plc, the agent-backed company which operates the OnTheMarket.com property portal, is pleased to announce its admission to trading on the AIM market of the London Stock Exchange ("AIM") at 8:00 a.m. (London time) today ("Admission"). The Company's ordinary shares will trade under the ticker OTMP with the ISIN GB00BFN3K335.

Zeus Capital acted as Nominated Adviser and Broker on the Placing and IPO.

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Background on OnTheMarket:

Launched in January 2015, the OnTheMarket.com property portal was created by Agents' Mutual Limited, a company limited by guarantee and founded in January 2013 by a small group of agent firms, with the objective of creating a new portal to challenge the dominance of Rightmove and Zoopla. Both groups were felt to be using their strong positions relative to their agent customers to impose significant price increases for their portal services.

The Agents' Mutual proposition of an agent-backed portal offering a premier search service to consumers whilst charging fair prices to agents quickly found support among a very wide group of leading independent agents across the UK. These firms funded the venture by way of loan note subscriptions and committed to list with the portal once it went live.

OnTheMarket is the third biggest UK residential property portal provider in terms of traffic and has, with backing from its agent owners, developed unique sources of competitive advantage such as the "New and Exclusive" property listings.

The Board believes that OnTheMarket's £30 million capital raise alongside its Admission to AIM and its established revenues provide the opportunity for a transformational step-change in the portal's position and for the development of new consumer and agent products and services and the targeting of revenues from new segments of the property market and new strategic partnerships.

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