

Media Release

Tradie finding platform hipages.com.au attracts branding expert to CMO role

Appointment to drive brand recognition and growth for tradie finding platform

CMO brings FMCG and branding experience from Kellogg's and Sara Lee

SYDNEY, 4 June 2014: hipages Group has appointed Fraser Taylor as its new Chief Marketing Officer. A highly experienced marketer, Taylor brings over 20 years brand and commercial experience from the FMCG sector and is tasked with accelerating the growth of hipages Group and making hipages.com.au the destination service for Australians wanting to connect with tradespeople in their local area.

Taylor brings to the role a wealth of experience building powerful brands and developing marketing campaigns having worked with high profile brands across several blue chip companies, most recently as ANZ Marketing Director for Kellogg's and Sara Lee. His career has spanned the UK, Canada and Australia / NZ.

hipages Group co-founder and CEO David Vitek said: "Fraser joins hipages Group at a pivotal point in our growth, his expertise and experience will play a central role in our development strategy. Fraser is analytical, creative and brings with him solid processes for understanding consumers and how they tick. His core expertise will greatly complement the hipages Group model. We are excited to welcome a talented marketing expert who will leverage his experience to catapult hipages.com.au into a household name in Australia's home improvement sector and help Australians find the best tradie for their home improvement jobs."

hipages Group Chief Marketing Office Fraser Taylor said, "hipages Group operates in the \$90bn home improvement market – roughly the same size as the Australian grocery market. But unlike grocery, the home improvement market is highly fragmented and offers great opportunity for development. I'm joining the business at a great time. hipages.com.au is already a great online business but I look forward to making it a great consumer brand – and helping the business grow significantly."

Stephen Keighery, former hipages Group CMO, will take on a newly created role of Chief Customer Officer to focus on understanding the needs of their tradie network and ensuring that hipages.com.au has Australia's best tradespeople in its network. He added, "hipages Group has been recruiting specialists across marketing and technology to build the business's core capabilities. We have successfully attracted a series of highly talented individuals from blue-chip companies and this latest appointment underscores our commitment to the next stage of growth."

hipages.com.au is a leading, award-winning, innovative online tech company connecting 500,000 consumers with 40,000 registered quality tradesmen across 1,100 categories while offering great service, access to information, a dedicated support team and a growth rate of 1,000 users a day. hipages.com.au places 40,000 jobs every month. It has been recognised by BRW as one of the "Best Places to Work" and "Most Innovative Companies" for several years running.

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About hipages.com.au

hipages.com.au is the largest service-finding business in Australia specialising in home improvements with just over one million visitors to the site each month. With a network of over 40,000 suppliers, hipages.com.au offers customers streamlined access to the best services and tradesmen in the industry. Boasting an extensive directory of builders, electricians and plumbers, hipages.com.au engages a broad spectrum of home renovation needs.

Today hipages.com.au finds tradespeople for over 40,000 jobs each month. Since being established in 2004, hipages.com.au has been recognised for a number of awards, including the Top 50 BRW Best Places to Work: 2009, 2010 & 2011 BRW Most Innovative Companies: 2012, 2013 ,BRW Fast 100: 2009 & 2010 ,Deloitte Technology Fast 50 Australia: 2008, 2009 & 2010 ,BRW Fast Starters: 2007, 2008 & 2009.