

## Media Release

### **hipages.com.au secures \$6M investment as the dominant platform for finding tradies**

**SYDNEY, 8th May 2014:** Australia's largest platform for finding tradies, hipages.com.au, has secured new investment of \$6 million from some of the leading names in Australian business, with blue chip institutional investors taking the majority of the book.

The capital raising, which saw strong demand across the board, was managed by boutique technology-focused advisory firm Right Click Capital and brought new investors on to the register including Ellerston Capital, Australian Ethical Investment and KTM Capital.

The combined investment will propel hipages.com.au to their next phase of growth as the dominant platform for finding tradies in Australia.

hipages.com.au attracts just over one million visitors each month and its network of over 40,000 tradies are connecting with 500,000 consumer members. It has been recognised by BRW as one of the "Best Places to Work" and "Most Innovative Companies" for several years running.

hipages Group co-founder and CEO David Vitek said: "After 10 years of hard work growing the business this \$6 million vote of confidence from some of Australia's most respected investment funds is validation that we have solved a real problem for consumers. Consumers post job requirements with us every 64 seconds and for each one we take them through the process of finding the best tradie for the job among our 40,000 suppliers."

Co-founder and COO Robert Sharon-Zipser added, "Our aim is to be a household name across the 8.3 million homes in Australia. We have been growing revenue at an average of 30% per annum and this round of funding will allow us to accelerate our growth."

Commenting on the hipages.com.au value proposition Ari Klinger, Partner, Right Click Capital said: "Hipages is an outstanding company that has reinvented the Yellow Pages into a trusted service network that solves one of the perennial issues for consumers - finding a good tradie. The significant demand for the deal including from some of Australia's premier institutional investors is a strong validation of the management team, strategy and investment potential of the business."

hipages.com.au is a leading, award-winning, innovative online tech company connecting consumers with 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 30,000 jobs every month. To ensure the quality of their service every tradie on the site is vetted and hipages.com.au continually collects customer feedback to ensure the service offers only reliable and efficient tradies.

A representative from Ellerston and Right Click Capital will be joining the hipages Group board.

**ENDS**

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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 30,000 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.