

## Media Release

### Strong Investor appetite for **hipages** - additional \$6 million raised to further increase leadership position in On-Demand Home Services Marketplace in Australia

- Investors give **hipages** platform resounding vote of confidence as Australia's leading Home Services On-Demand Marketplace
- \$1.35B in job value generated in last 12 months, cementing **hipages'** leadership position

**June 1, 2015:** Blue chip investors have swung their support behind **hipages**, Australia's leading on-demand marketplace for the home services industry.

**hipages** has secured \$6million in funding from a range of blue chip investors to fuel rapid growth and evolve its online platform. The funding was led by existing investor Ellerston Capital and supported by other existing investors including Right Click Capital and Australian Ethical Investments and new investor Kestrel Capital. Ari Klinger of Right Click Capital advised on the transaction.

"Over the past year, we have firmly established **hipages** as Australia's leading On-Demand Home Services Marketplace with an extraordinary \$1.35B in job value generated in the last 12 months," said newly appointed Chair, Heith Mackay-Cruise. "The strong support from existing and new investors is a resounding vote of confidence in **hipages** and the company's rapid growth through redefining the home services industry and the way consumers and tradespeople interact."

**hipages** plans to capitalise on its significant growth trajectory by transforming the online experience for customers and tradies. The service which offers a network of more than 40,000 trade professionals across Australia now attracts over one million unique visitors per month, with strong take up by tradies of the iOS and android apps.

Co-Founder and CEO of **hipages** Group, David Vitek, said the company's focus on making it easy for consumers to find great tradespeople quickly was clearly resonating with Australians.

"Consumers are now posting more than 60,000 jobs per month with **hipages**, with more than one million unique visitors every month and that's growing," Mr Vitek said. "Our focus on making it easy for consumers to find great, qualified tradies is paying off for our customers and our professional tradespeople. There are more than 75,000 written recommendations from homeowners which goes to the heart of the very high calibre of the **hipages** experience."

"This round of investment will allow us to amplify that growth through an improved mobile responsive, on-demand experience to make it even easier for our customers to find the right tradesperson quickly and easily."

"As we become the channel of choice for consumers looking for a trade professional, **hipages** will continue to create even more possibilities for Australian households, and more business for our tradies."

## About **hipages**

**hipages** is Australia's leading on-demand marketplace for the home services industry and has been connecting Australians with local trade professionals and home services for over 11 years. More than \$1.35B worth of jobs were generated through the website in the past 12 months. The website is now receiving over 60,000 jobs a month.

As Australia's most visited building and renovation website, **hipages.com.au** is your platform for taking your building or renovation project from concept to completion.

**Media Enquiries:** Liza-Jayne Loch, REPUBLIC Consulting on email [ljloch@republic.net.au](mailto:ljloch@republic.net.au) or m 0439 633 429 or David Mair on [dmair@republic.net.au](mailto:dmair@republic.net.au)