

Property Portal Watch Conference  
 Bangkok  
 20<sup>th</sup> to 21<sup>st</sup> March 2019

Session	Time	Topic	Speaker	Overview
<b>Wednesday 20<sup>th</sup> March 2018</b>				
	08:30 – 09:00	Registration		
W-01	09:00 – 09:15 (15 min)	Day 1 - Kick Off	<b>Simon Baker</b> Executive Chairman Online Marketplaces / Property Portal Watch 	Overview of the 2 days of the conference and housekeeping
<b>Session 1 – From Classifieds to Marketplaces – The Evolution of the Online Real Estate Marketing Industry</b>				
W-02	09:15 – 09:45 (30 min)	Evolution of the Online Marketplaces Industry	<b>Simon Baker</b> Executive Chairman, Online Marketplaces / Property Portal Watch 	Simon has 20 years’ experience in the online classifieds and marketplaces industry being the former CEO/MD of the REA Group, the former Chairman of ASX listed the iProperty Group and the Mitula Group, the founder of Online Marketplaces / Property Portal Watch, and a serial investor in the industry.  This session looks at how this industry is inevitably changing as it looks to capture more value from transactions.

Session	Time	Topic	Speaker	Overview
W-03	09:45 – 10:10 (25 min)	The Digital War of Platforms – How Marketplaces are Evolving	Georg Chmiel Chairman, Juwai (China) 	Juwai has spent the last decade marketing Chinese properties around the world. Through this process they have learned valuable lessons on what it will take in the future for a marketplace to be truly successful.  This presentation looks at the evolution of the marketplace platform from a uniquely Chinese perspective.
W-04	10:10 – 10:35 (25 min)	LIFULL CONNECT – The Merger of Mitula and Trovit	<b>Gonzalo del Pozo</b> CEO, LIFULL CONNECT (Global)  	Earlier this year, LIFULL in Japan completed the acquisition of the Mitula Group. They now own both Mitula and Trovit and are in the process of combining these to create Lifull Connect.  Lifull Connect has over 200 million visits per month and generates millions of leads for online marketplaces around the world.  This presentation looks at the challenges of bringing these businesses together and how Lifull Connect can work with marketplaces around the world to accelerate their businesses.
	10:35 – 11:15	Networking Break (40 min)		Coffee and Tea provided in foyer
<b>Session 2 – Innovation – How Players Are Evolving Their Business Models</b>				
W-05	11:15 – 11:40 (25 min)	Usage vs Ownership: Impact on Property Marketplaces Over the Next 30 Years	<b>Gilles Blanchard</b> Serial Entrepreneur / Investor (France)  	How people view real estate is changing around the world. In emerging markets, the younger generation is looking for a small apartment to be independent from their family while in established markets, people are staying single for longer. These trends can have profound impact for marketplaces and the opportunities for them to participate in the transaction.  This interview looks at these trends and how marketplaces around the world are adapting their business models to target the younger generation.

Session	Time	Topic	Speaker	Overview
W-06	11:40 – 12:05 (25 min)	Focusing on Where the Value Really Is	<b>Kian Moini</b> CEO, Lamudi (Germany) 	Lamudi is a leading operator of property marketplaces in the Mexico, the Philippines, and Indonesia. This has not always been the case as the company once operated property marketplaces in 9+ countries.  This session looks at how Lamudi developed its competitive advantage along strategically focusing on its key markets and evolving its business model.
W-07	12:05 – 12:30 (25 min)	Broke, Woke, Bespoke – Evolving to a Full-Service Real Estate Marketplace	<b>Matthew Campbell</b> CEO, DotProperty Group (Thailand) 	Dot Property started life as a small property portal focusing only on the English-speaking expat market in Thailand. Over the last 6 years, the business has evolved from traditional portal to a full-service real estate marketplace for Southeast Asia.  This presentation looks at how the company is transforming its business model and the value this change has created for its customers.
	12:30 – 14:00	Lunch (90 min)	Free Time for Networking	
W-08	14:00 – 14:25 (25 min)	Building the property 'Trust Platform' in SEA	<b>Mallika Gadepalli</b> Director of Strategy, PropertyGuru Group (Singapore) 	As online classifieds' models move from advertising and closer to facilitating transactions, it is important that they increase the level of trust between themselves, their advertisers and the consumers.  This presentation looks at how PropertyGuru is building this trust-based platform in the SE Asian market.

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W-09	14:25 – 14:50 (25 min)	Using Innovation as a Weapon	<b>Jamie Kruger</b> CEO, Homes.co.nz (New Zealand)  <b>homes.co.nz</b>	New Zealand is a highly competitive market with Trade Me and realestate.co.nz having a long history of competition. Recently homes.co.nz has entered the market and is taking a new, innovative approach to creating value.  This interview looks at how homes.co.nz is approaching the market, the challenges it faces and the success it is having.
W-10	14:50 – 15:15 (25 min)	Building End-to-End Transaction Services	<b>Wee Siong Quek</b> CEO and Co-Founder, MHub.my (Malaysia)  <b>MHUB</b>	MHub, a property fintech in Malaysia is working with developers to create an end-to-end new home sales transaction process whereby developers are connected with credit providers and lawyers to create a highly efficient property sales ecosystem.  This presentation looks at how MHub is building this ecosystem and extracting value from the services they provide.
W-11	15:15 - 15:40 (25 min)	Connecting Buyers with Developers and Finance Providers	<b>Bobby Reddy</b> CEO, Housingman (India)  <b>HOUSINGMAN</b>	Housingman is building an O2O disruptive platform that seamlessly connects home buyers with the developer and the home finance provider in the Indian market.  This interview looks at how they are rolling out this platform, the business model they use, and the success they are having.
	15:40 – 16:20	Networking Break (45 min)		Coffee and Tea provided in foyer
Session 3 – Technology Showcase – New Technologies that are Driving Change in Online Marketplaces				

Session	Time	Topic	Speaker	Overview
W-12	16:20 – 16:40 (20 min)	The “War” on Poor Property Marketing	<p><b>Peter Schravemade</b> Strategic Relationship Manager, BoxBrownie (Australia)</p> 	<p>Three years ago, unbeknownst to them, BoxBrownie.com began a “war” on poor property marketing.</p> <p>In this presentation, Peter will share their learnings and discuss how aggregators are helping clients improve their imagery and the overall consumer experience.</p> <p>Peter will also discuss BoxBrownie’s view on the future of property marketing and what marketplaces can do to best position themselves in this evolving market.</p>
W-13	16:40 – 17:00 (20 min)	Case Study: How CRM is Helping Frontier Market Portals Get Closer to their Customers	<p><b>Nicolas Guillaud</b> CEO, Apimo (France)</p>  <p><b>Tom O’Sullivan</b> CEO, realestate.com.kh (Cambodia)</p> 	<p>Online classifieds site operators around the world are working to get closer to their customers – the advertiser. In many markets, we see online classifieds businesses buying CRM providers. Apimo has partnered with realestate.com.kh in Cambodia to roll out a white label CRM system to agents in selected frontier markets.</p> <p>This case study looks at how realestate.com.kh is rolling out the Apimo CRM and what impact it is having on the local market.</p>
W-14	17:00 – 17:20 (20 min)	Call Tracking and Analysis – Creating Value While Reducing Costs	<p><b>Ryan Gallagher</b> CEO and Founder, IOVOX (United Kingdom)</p> 	<p>As online classifieds transform into marketplaces and move closer to the transaction, inbound customer communication becomes even more important. Call tracking and analysis is at the core of great customer communications.</p> <p>This presentation looks at how marketplaces are implementing call tracking and analysis technology and the results that they are receiving.</p>

Session	Time	Topic	Speaker	Overview
W-15	17:20 – 17:50 (30 min)	Property Search in the Age of Assistance: How Mobile has Changed User Behavior and Expectations	<p><b>Sascha Krause</b> Industry Head Classifieds, Google Germany (Germany)</p> <p><b>Alexander Hoffman</b> Industry Manager and Data Strategy Lead, Google Germany (Germany)</p> 	<p>Property portals have always capitalized on the importance of traffic and a great user experience for the success of their business. Yet, the increasing penetration of mobile phones has significantly changed how property seekers access information and what they expect from property portals.</p> <p>In their presentation Sascha Krause and Alexander Hoffmann will share some insights into user behavior, examples how websites have successfully adapted to the new mobile user and give an outlook of what the future might look like.</p>
W-16	17:50 – 18:00 (10 min)	Day 1 Wrap Up	<p><b>Simon Baker</b> Executive Chairman, Online Marketplaces / Property Portal Watch</p> 	
n/a	20:00 - onwards	Drinks		

Session	Time	Topic	Speaker	Overview
<b>Thursday 21<sup>st</sup> March 2019</b>				
	08:50 – 09:00 (10 min)	Day 2 - Kick Off	<b>Simon Baker</b> Executive Chairman, Property Portal Watch 	Overview of day 2 and housekeeping
<b>Session 4 – Building Value in the Challenging Early Stage / Frontier Markets</b>				
T-17	09:00 – 09:25 (25 min)	10 Things We've Learned Building Marketplaces in Frontier and Emerging Markets	<b>Shaun di Gregorio</b> Founder and CEO, Frontier Digital Ventures 	Shaun is the CEO and Founder of the ASX listed Frontier Digital Ventures – a fund investing in early stage online classifieds and marketplaces in frontier and emerging markets. Shaun has extensive experience in online classifieds and marketplaces having previously been the CEO of the iProperty Group and head of Australian operations for the REA Group.  This session looks at the key lessons that Frontier Digital Ventures challenges and opportunities frontier markets present in building marketplaces.

Session	Time	Topic	Speaker	Overview
T-18	09:25 – 09:50 (25 min)	Driving Transactions into a Sales Machine in Emerging Markets	<b>Justin Sway</b> CEO & Chairman, ShweProperty.com and JobNet.com.mm (Myanmar) 	<p>Myanmar is the last frontier in SE-Asia with a population of over 51M and 90% internet penetration. With 7.2% GDP forecast in 2019 and a fragmented real estate industry, property portals must innovate to survive and influence the market.</p> <p>This session looks at the key pivots and rapid rise of ShweProperty.com by driving transactions and other ancillary services into a highly professional hybrid sales organization.</p> <p>ShweProperty adopts a Property Portal 3.0 business model using technology and data science re-define an entire real estate market.</p>
T-19	09:50 – 10:15 (25 min)	The Iranian Market – Full of Promises and Challenges	<b>Shahriar Hojabr</b> Founder & CEO, Shabesh (Iran) 	<p>From a Western perspective, Iran appears to be a market full of challenges however, from the inside, there are opportunities in the online real estate market.</p> <p>This presentation looks at how Shabesh is tackling the unique challenges of the early stage Iranian market and creating value for its advertisers and its shareholders.</p>
T-20	10:15 – 10:40 (25 min)	Making Money from the Transaction – The FazWaz Story	<b>Paul Trayman</b> COO, FazWaz (Thailand) 	<p>FazWaz has built a property portal business around efficiently and effectively converting leads they generate to transactions and in the process capturing the commission. They focus on the main Thailand markets of Phuket, Bangkok, Pattaya, Samui, Hua Hin, and Chiang Mai.</p> <p>This interview looks at how FazWaz has built their business, the challenges they faced and where the business grows from here.</p>

Session	Time	Topic	Speaker	Overview
	10:40 – 11:20 (40 min)	Networking Break		Coffee and Tea provided in foyer
Session 5 – Pitch Club – Innovative Start Up Businesses Looking to Raise Capital and Change the World				
T-21	11:20 – 12:40 (80 min)	<b>Pitch Club</b>	<p><b>Ramon Balleca</b> CEO, Hoppler (Thailand)</p> <p><b>Guest Judges:</b></p> <p><b>Gonzalo Ortiz</b> Director, Tadium Investment Fund (Spain)</p> <p><b>Rami Essaid</b> Co-Founder and Chairman, Distil Networks (USA)</p> <p><b>Companies Pitching:</b></p> <p>Nidhesh Pillai – Hod.co (UAE)</p> <p>Jostein Aksnes – Property Flow (Thailand)</p> <p>Francis Kaden-Corbo – Job Express (Thailand)</p> <p>Jacopo Benedetti – Boom Image Studio (Italy)</p> <p>Tom Fraser – Hood (Australia)</p> <p>Bobby Reddy – Housingman (India)</p>	<p>Listen to how one portal successfully raised over USD 1m following a presentation at the Pitch Club.</p> <p>Then watch 6 innovative companies pitch their business for funding. Selected from a range of applicants, these businesses have interesting stories, strong potential and capable management teams.</p> <p>Format:</p> <p>Each company will present for 6 min on their business followed by a 6 min Q&amp;A session from the judges.</p>

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	12:40 – 14:00	Lunch (80 min)		Free Time for Networking
Session x – Innovative Marketplace Models				
T-22	14:00 – 14:20 (20 min)	Creating Value by Focusing on a Niche	<b>Mark Lightfoot</b> Managing Director, Snow Only (Global) 	<p>Snow Only does what it says – focuses on marketing snow properties around the world. This site takes a different perspective on marketing by being not bound by any one country and focusing just on a certain type of property.</p> <p>This presentation/interview will look at how Mark and the team are building the business, the challenges they face and, most importantly, the success they are having.</p>
T-23	14:20 – 14:40 (20 min)	Focusing on the Luxury Segment	<b>Slava Rodriquez</b> General Manager, James Edition (Global) 	<p>James Edition is known globally for its focus on the luxury segment of the market. However, like many traditional media businesses, they are facing challenges with their real estate category.</p> <p>This interview looks at the luxury niche and how James Edition is exploring capturing value from the transaction.</p>
T-24	14:40 – 15:00 (20 min)	Ad Automation - How Property Portals Can Increase their Revenues	<b>Nick Sertis</b> Managing Director, SignifiMedia (Australia) <b>Matt Cahil</b> Director, SignifiMedia (Australia) 	<p>More and more marketplaces are looking to syndicate their listings to generate greater awareness and therefore greater engagement.</p> <p>This presentation looks at how one company is building a business around ad automation and syndication.</p>

Session	Time	Topic	Speaker	Overview
T-25	15:00 – 15:20 (20 min)	Using Marketplace Data to Provide Developers with Greater Insights	<b>Andrew Ryan</b> Co-Founder, Blue Flag Ventures (Australia) 	Marketplaces have a treasure trove of information and BigDatr works with them to unlock a range of market insights that they can share with their developer customers.  This presentation looks at how BigDatr is leveraging data marketplaces already have to create amazing insights that can help developers truly improve their businesses.
n/a	15:20 – 16:00	Networking Break (40 min)		Coffee and Tea provided in foyer
<b>Session 6 – How Leaders Think About Evolving Marketplaces</b>				
T-26	16:00 – 16:25 (25 min)	Business Update – How EMPG Continues to Grow from Strength to Strength in its markets	<b>Imran Ali Khan</b> CEO, EMPG (Pakistan/UAE/Bangladesh/Morocco) 	EMPG is an emerging markets success story and a long history of presenting at the Property Portal Watch Conference. The management team has built market leaders in EMPG's markets that are defining the way real estate industry transacts.  This presentation looks at some of the latest innovations coming from this market leading company.
T-27	16:25 – 16:50 (25 min)	Expanding into New Markets – How Lifull is Building on its Local Market Success	<b>Keizo Tsutsui</b> Managing Officer, Lifull Co (Japan) 	Lifull has built a very strong and profitable position in the Japanese market through its homes.co.jp by primarily selling rental leads. It has leveraged this strong presence (and free cash flow) to enter new markets – most noticeably by acquiring both Trovit and Mitula.  This interview looks at how Lifull thinks about expansion, the challenges it poses and the success they are having.

Session	Time	Topic	Speaker	Overview
T-28	16:50 – 17:00 (10 min)	Conference Wrap Up	<p><b>Simon Baker</b> Executive Chairman, Online Marketplaces / Property Portal Watch</p> 	
n/a	20:00 - onwards	Drinks		