



GIFANG

INFORMATION MEMORANDUM

集房简介

Gifang.com

MESSAGE FROM CEO

G'day,

Thank you for taking your time to become familiar with us.

For 14 years, GiFang has been creating a platform to assist millions of Chinese high net worth individuals invest in worldwide real estate assets.

Our real estate portal, investor calculator app, investor advisory and wealth management services allow us to bridge between worldwide agents, quality assets and Chinese high net worth individuals.

Today, having transacted in excess of \$4 billion AUD, our mission stays the same. We welcome new friends, partnership, opportunities and challenges.

Together, we can make a positive difference.



Michael Yang 杨霄羽

CEO, GiFang Group



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ABOUT US

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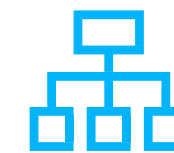
GiFang 集房, meaning “collecting properties” in Mandarin, is Australia's 1st real estate portal for global & local Chinese investors.

We understand the needs of Chinese investors, just like the needs of property agents and developers.

Whether it's marketing online or offline, our set of standards and processes can ensure the transactions get facilitated smoothly.

Throughout Asia Pacific, we work with a network of 10,000+ marketing channel agents.

You don't want 'just an enquiry', and we are not 'just a portal'. We deliver deals.

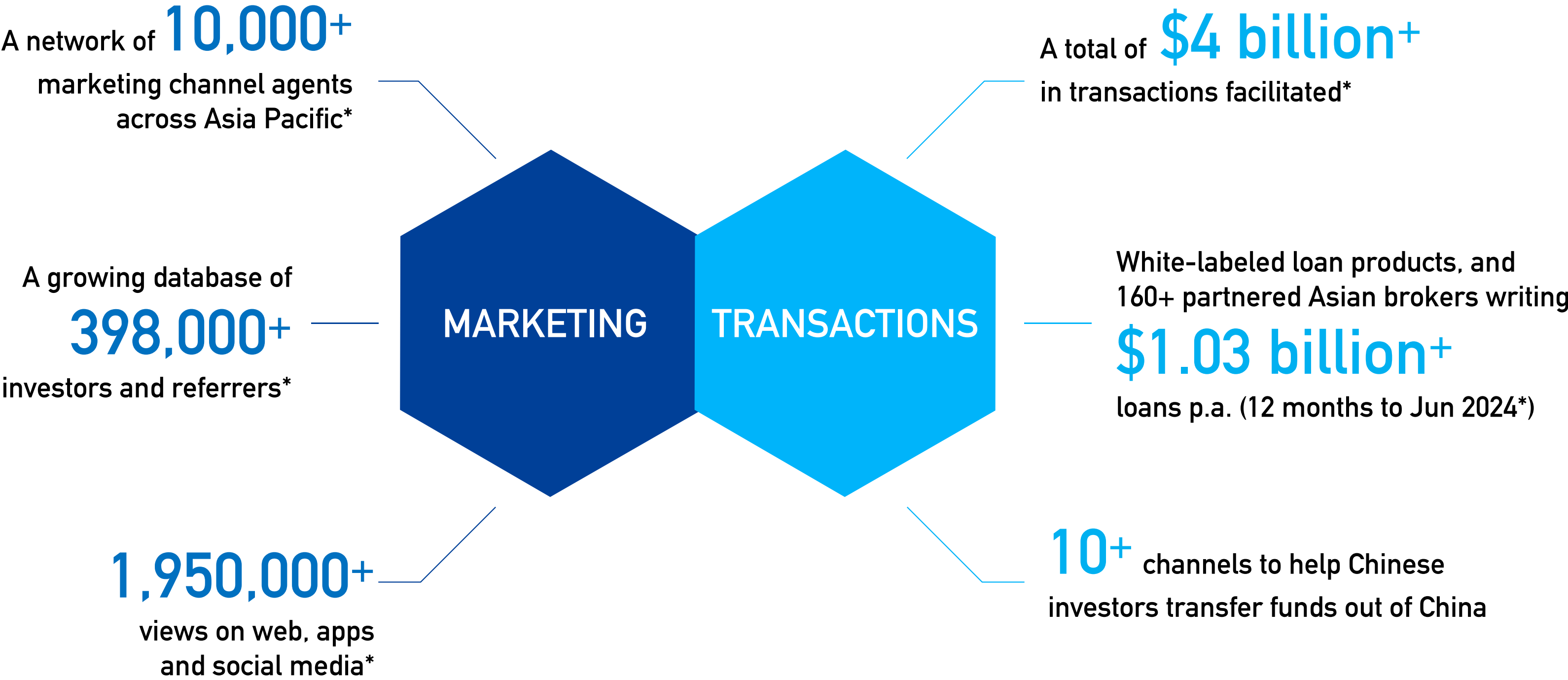


Marketing via
Channel Agents



Facilitating
Money Flow

CORE STRENGTHS



* CNZZ Web Monitoring, GiFang internal data 2024, 3rd Party supplied data

CORE MEMBERS



Ray Chan
Chairman

- Chairman of Australia's Chinese Property Association
- 35+ years industry experience
- 1st Chinese real estate licensed professional in Sydney (1983)
- Chair of International Chapter REINSW



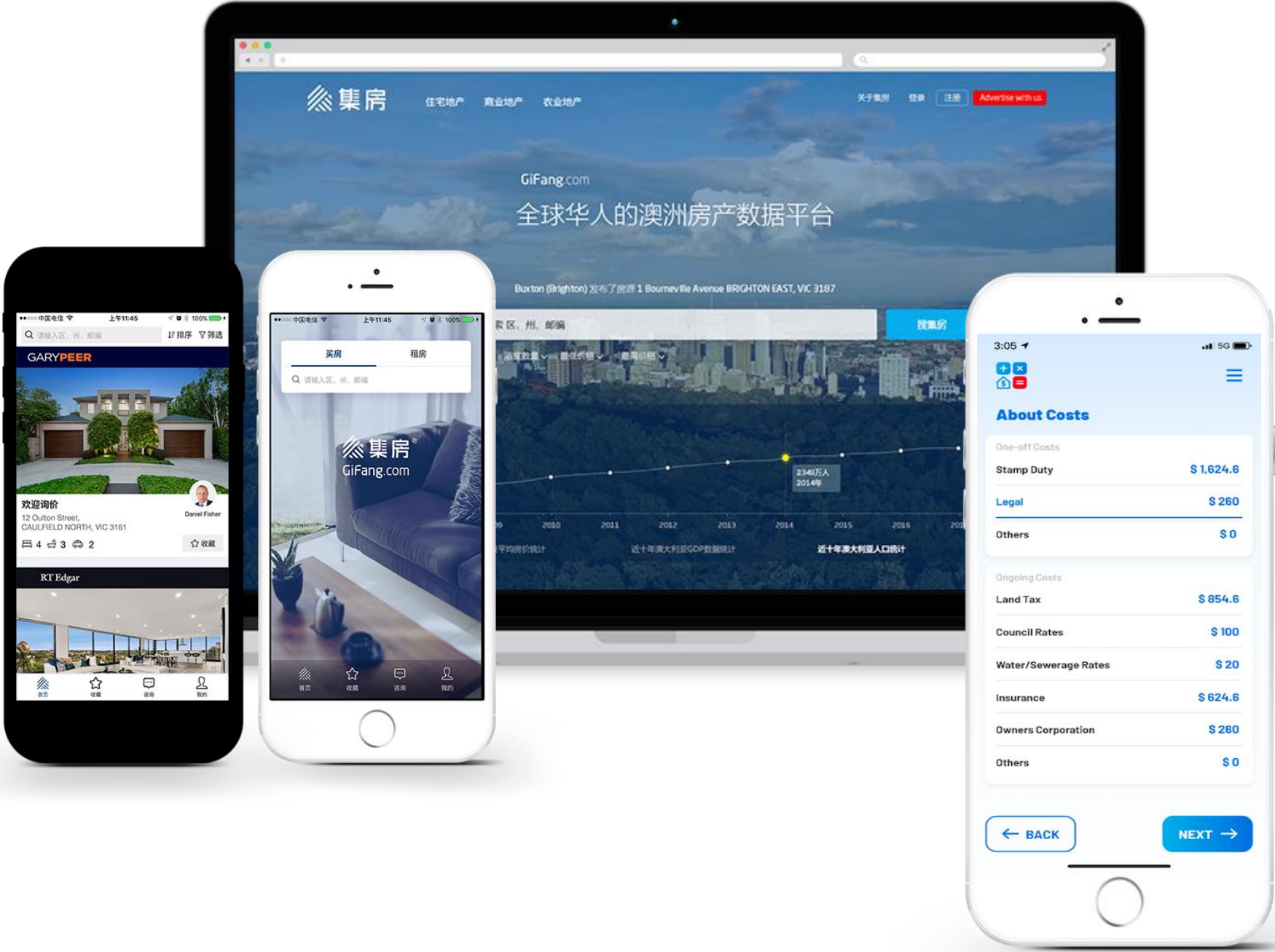
Michael Yang
CEO

- Founder of GiFang Group, est 2011
- 17+ yrs experience in proptech & fintech
- Responsible for over \$1.4 billion AUD in property-related transactions
- China's Top 100 Offshore Entrepreneurs (2014-15)



Jason Liu
CTO

- Former CTO of NASDAQ-listed Fang.com, grew from 0 to 4 million daily active users
- Former CTO of China's publicly listed property developer LongFor Group
- 20+ years industry experience
- Most sought after proptech expert in China



FACTS & STATISTICS

- The ONLY Chinese portal & app focusing on AU property
- 'Best User Experience Award' by China Internet Association
- 398,000+ registered users & subscribers (2024 Nov)*
- 22.5x more views than nearest competitor*
- 30.1% visits from China region*
- 66.3% visits from Australia*
- 190,000+ sale & rental listings (2024 Nov)
- Over 420 million data points (2024 Nov)*
- FangPal - The ONLY Australian property calculator in EN & CH

OUR CLIENTS & PARTNERS (AUSTRALIA)

Some of our clients

- Top real estate networks in AU & NZ
- Across residential, commercial, rural sectors
- 7,500+ registered agent members on GiFang*
- Match properties with GiFang's Buyer Services
- Provide property management to GiFang's investors
- 59.4% readership to GiFang's newsletters*
- We conduct training and consultancy work
- We provide translation and Chinese social media services

buxton

RT Edgar



 **BARRYPLANT**



CBRE

Ray White

 **LJ Hooker**

Sotheby's
INTERNATIONAL REALTY

Harcourts



TOOLS

Spectrum

Sample Data

AsBk Data

UnBk Data

Calcd Data

Calibration

Calibration Tool

ExtrapolationXe

Database

Save To DB

View DB

SaveResult

Save Txt

Save Html

Save Excel

10:45 am
August 1, 2014

THE MARKET

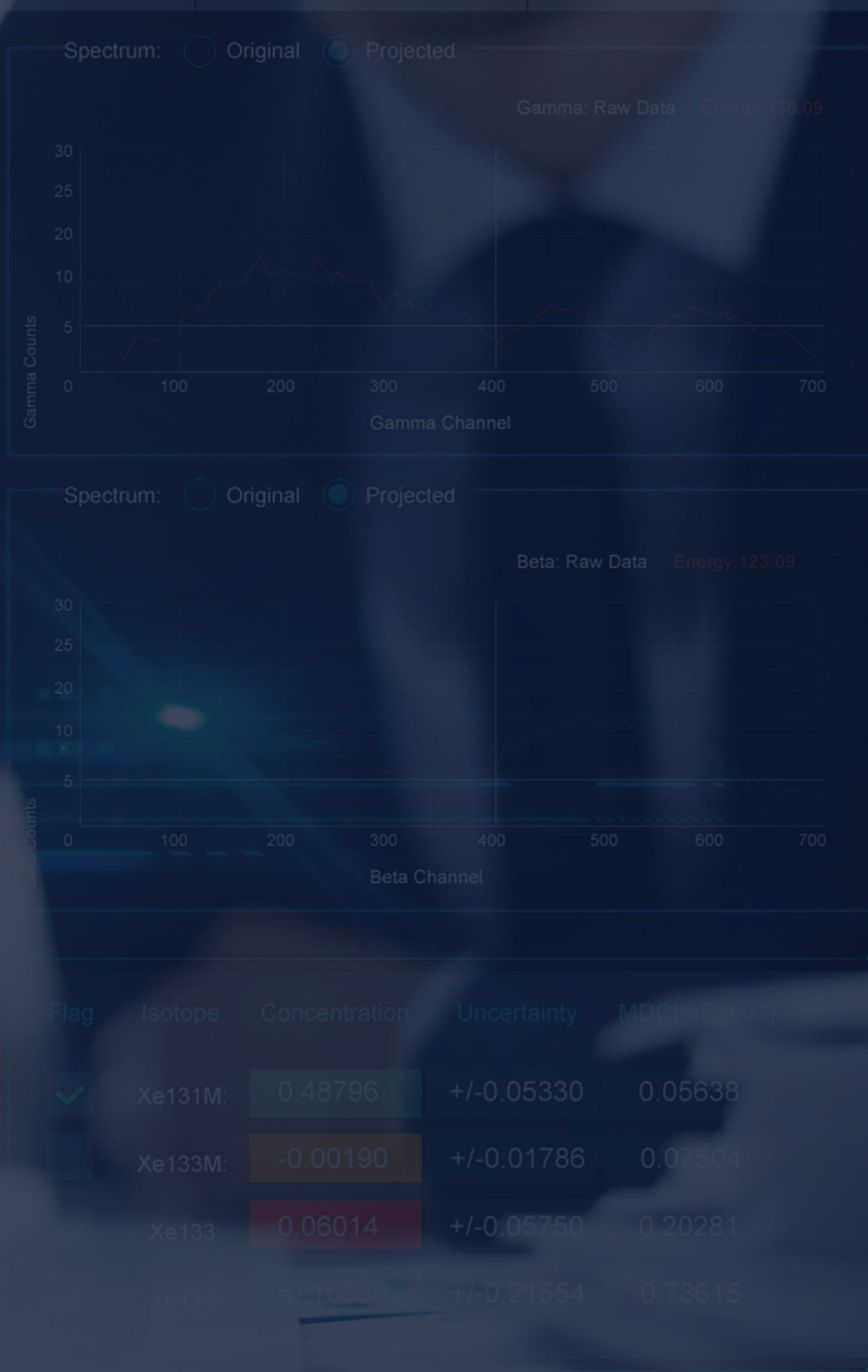
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Collection Stop: 2015-03-11 09:10:00.0 Acq RealTime: 41204.00

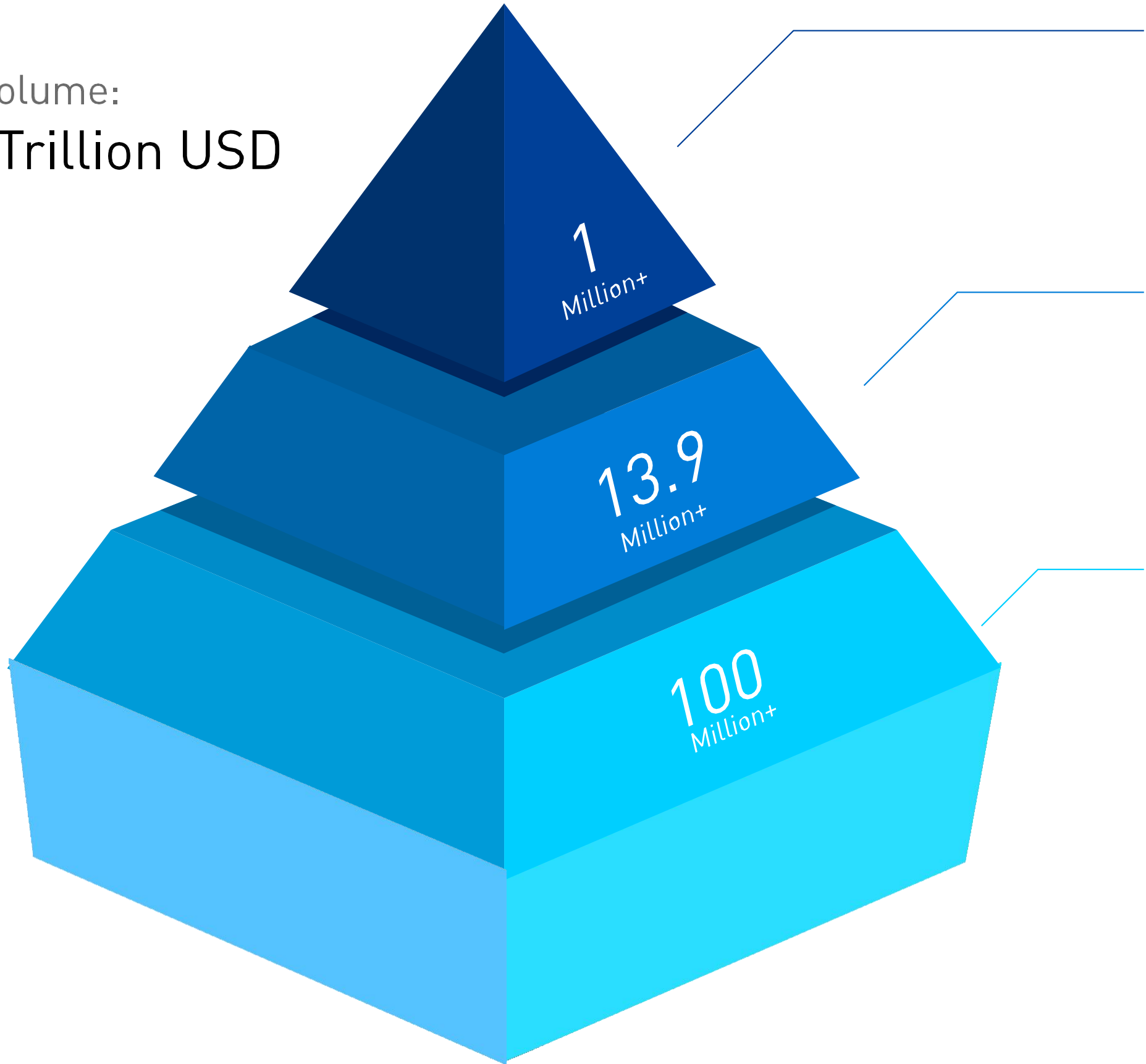
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MARKET SEGMENT - CHINESE INVESTORS*

Market Volume:
\$105+ Trillion USD



Chinese property developers & institutional investors

Average Budget

\$12.8 Million AUD

Chinese high net worth families & investors

Average Budget

\$1.2 Million AUD

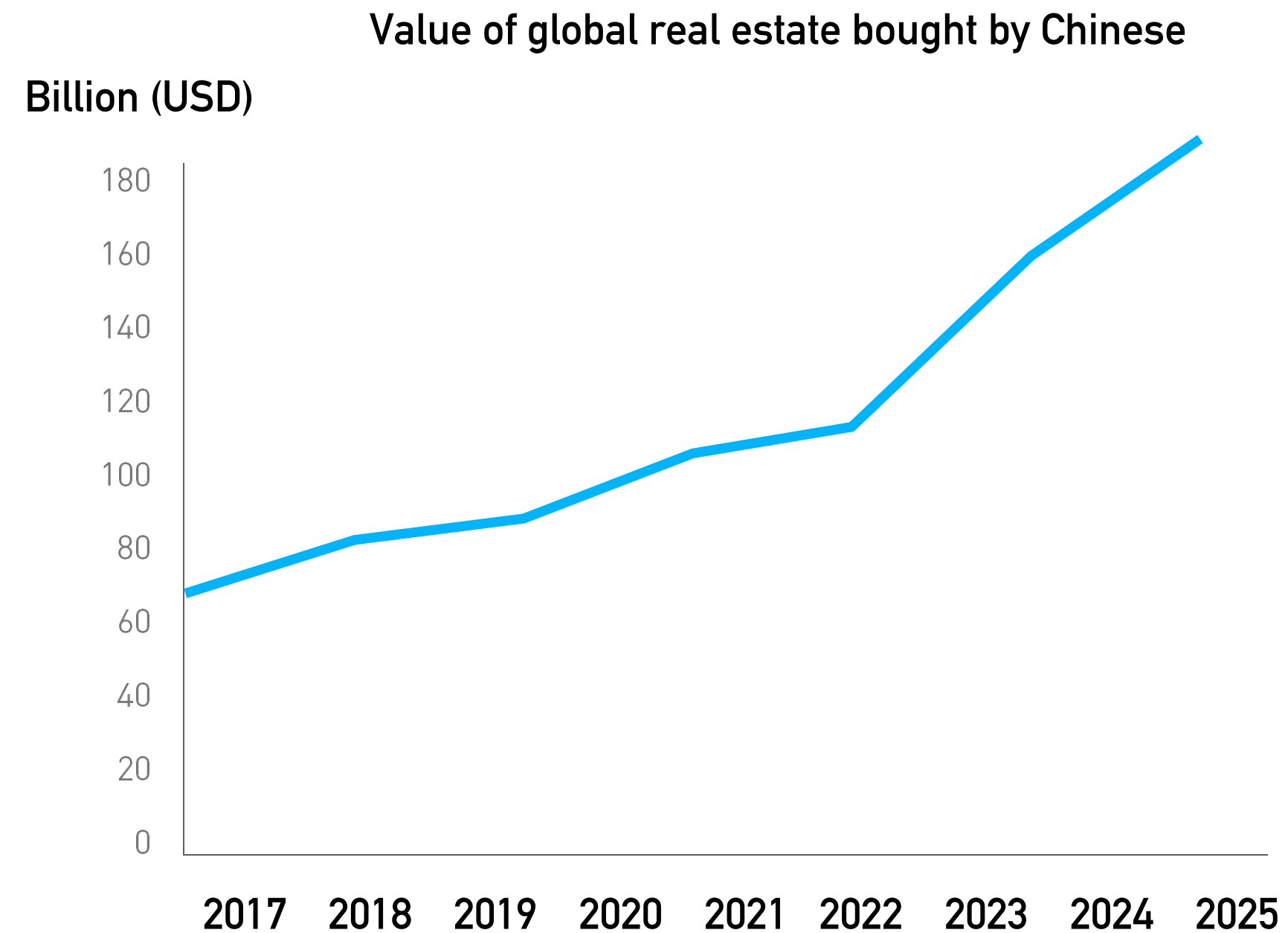
Chinese middle class & potential migrants

Average Budget

\$482,000 AUD

* Appetite for real estate assets offshore, including Australia, USA, UK, Canada, Japan, Europe, Africa; based on respective web statistics and our estimation

HOW MUCH ARE THEY BUYING?



- From 2013 to 2021, Chinese investors bought a total of \$941 billion AUD worth of real estate outside China
- We expect \$190 billion of Chinese money buying international property in 2025
- We expect \$25 billion of Chinese money buying AU property in 2030
- Chinese middle-class population increased by 1500x in the past 20 years, looking to offload \$20 Trillion China-based properties and search for offshore investment

WHY DO CHINESE BUY PROPERTIES ABROAD



Security 85.6%

Chinese investors are 'fed up' with how the government controls and manipulates the property market; they prefer to buy assets that hold value

ROI 73.9%

Pursue for better return on investment: even the major cities in China have 20% vacancy rate, plus all residential properties have 70 years leasehold in China

Family 60.4%

Consider migrating to a foreign country or send kids offshore for better education and lifestyle

Other 51.2%

Other reasons, e.g. personal use, business expansions etc

The background of the slide is a photograph of a person's hands typing on a laptop keyboard. The image is heavily blurred and has a solid blue color overlay applied to it. In the center of the image, the text 'OUR PRODUCTS & PRICING' is written in a white, bold, sans-serif font. Below this text is a short, horizontal blue line.

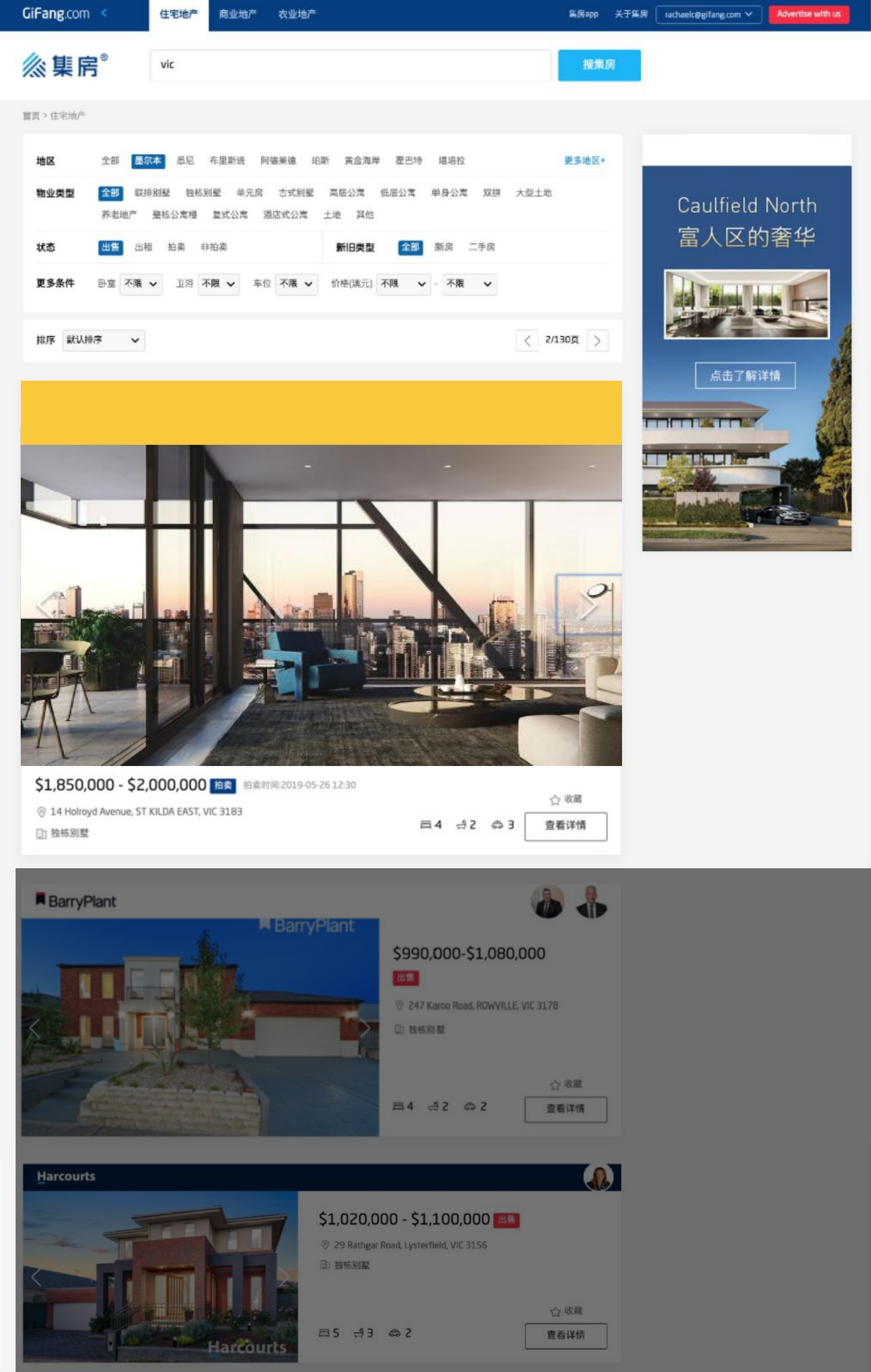
OUR PRODUCTS & PRICING

ONE-OFF PREMIUM LISTING

- Premium property attracts 12x more views
- Top of the list in suburb search
- Professional manual translation
- Extra large logo + extra large photos
- Unlimited photos
- No contract, PAYG
- All enquiries instantly & directly sent to you with translation

\$799 Until Sold (Residential)

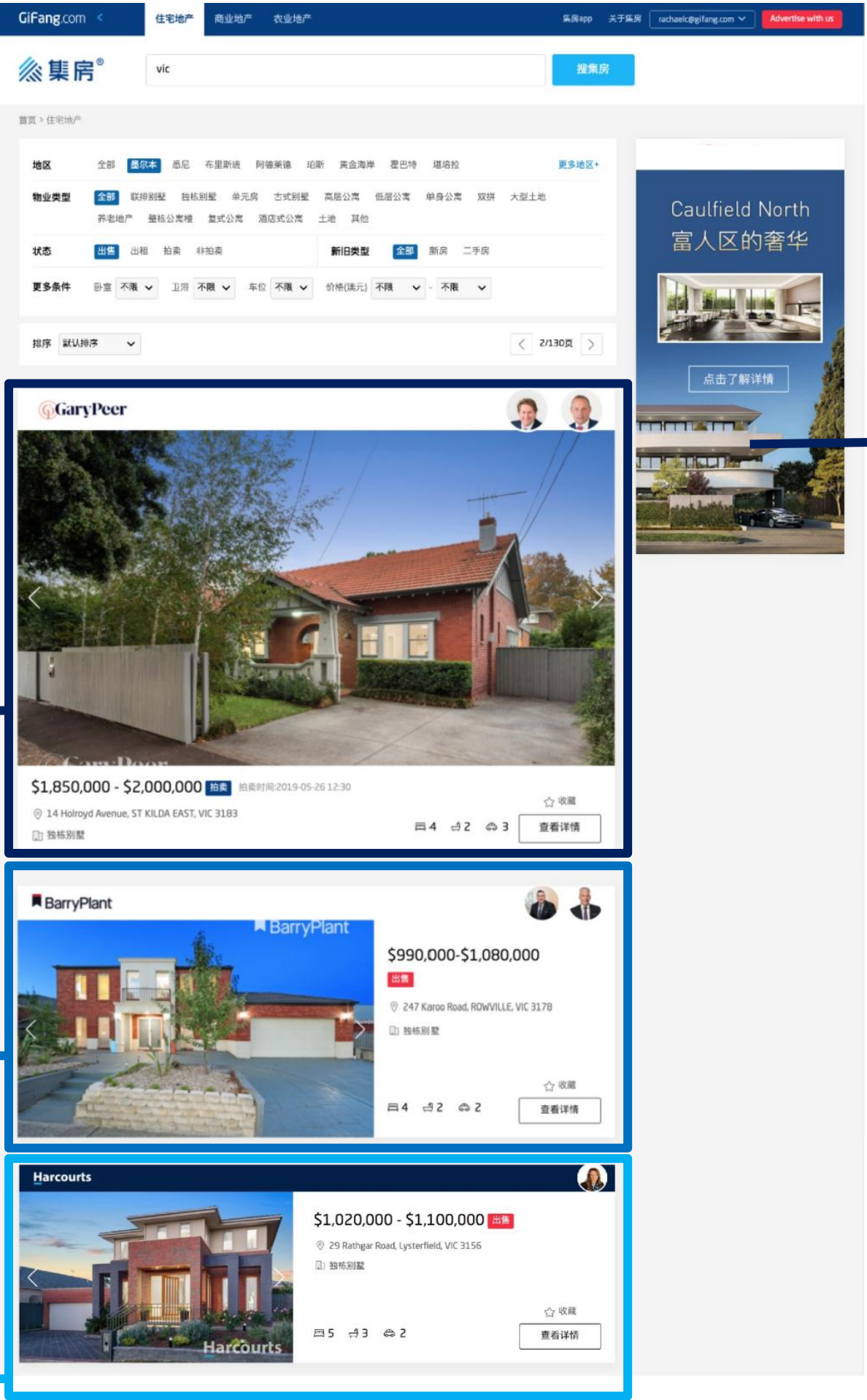
\$899 Until Sold (Commercial & Rural)



SUBSCRIPTION

Unlimited sale & rent upload via XML from your CRM

- Premium property for unlimited sale & rent
- Manual translation for unlimited listings
- Extra large logo + photos for unlimited listings
- **\$999/month**
- Manual translation for 5 listings per month
- Medium size logo + photos for unlimited listings
- **\$699/month**
- Unlimited standard listings
- Standard logo + photos for unlimited listings
- **\$499/month**



- Suburb-specific banner
- Design included
- **\$799/month**

VIDEO UPLOAD

- Upload your video to Tencent Video (The Chinese YouTube)
- Showcase to 800 million+ potential viewers*
- Optimised Chinese title and keywords for your video
- Professional copy-writing for video description to attract traffic
- Link to your property page
- No contract

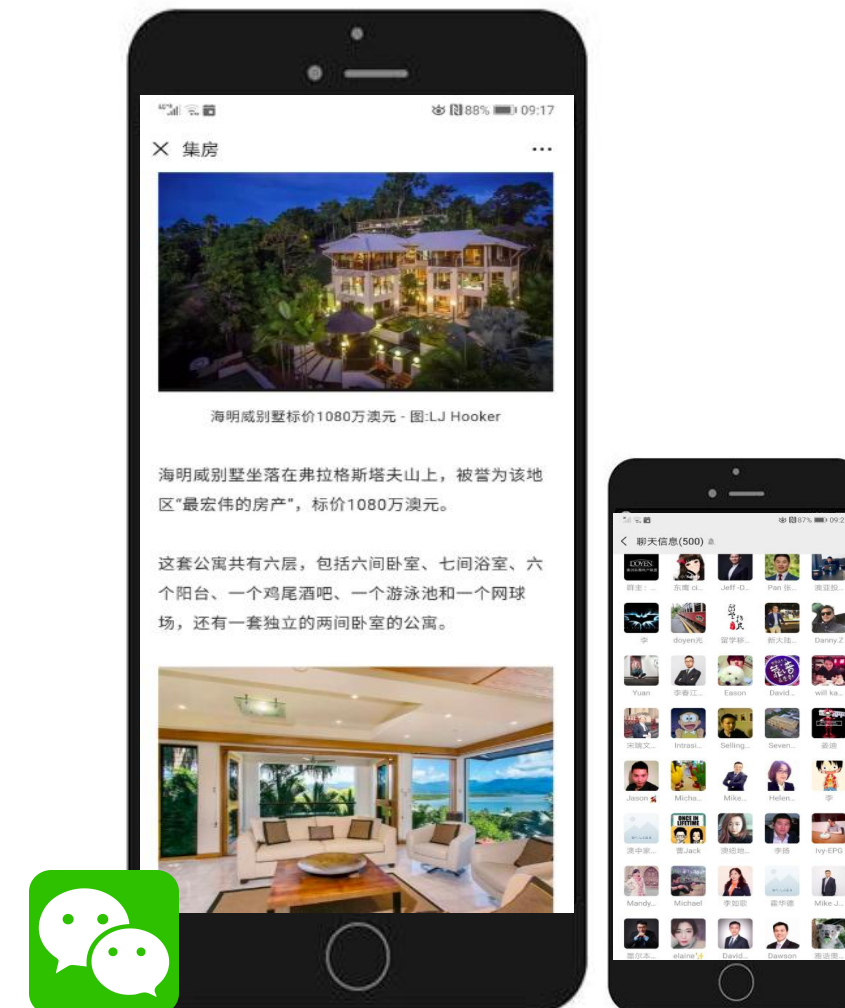
\$599 Per Video Upload + Optimised Keywords



ONE-OFF WECHAT ARTICLE

- WeChat - the most popular Chinese social media
- Over 1.2 billion* users worldwide (predominantly in China)
- PER property - we craft a feature article to market it
- Professional copy-writing in Mandarin
- Distributed to 100,000+ potential investors*
- Distributed to 10,000+ Chinese agents and referrers*
- All enquiries directly sent to you with CH/EN translation
- Include a premium property (value at up to \$899)
- No contract, PAYG

\$899 Until Sold



WECHAT CORP ACCOUNT

- Dedicated WeChat corporate account for your business/office
- EXCLUSIVE for up to 5 suburbs
- Include up to 4 articles per week (208 per year)
- Translation of your English content to Chinese (up to 1,000 words)
- All enquiries handled by us and directly sent to you with CH/EN translation
- Constant monitoring and monthly report provided
- 12 months committment

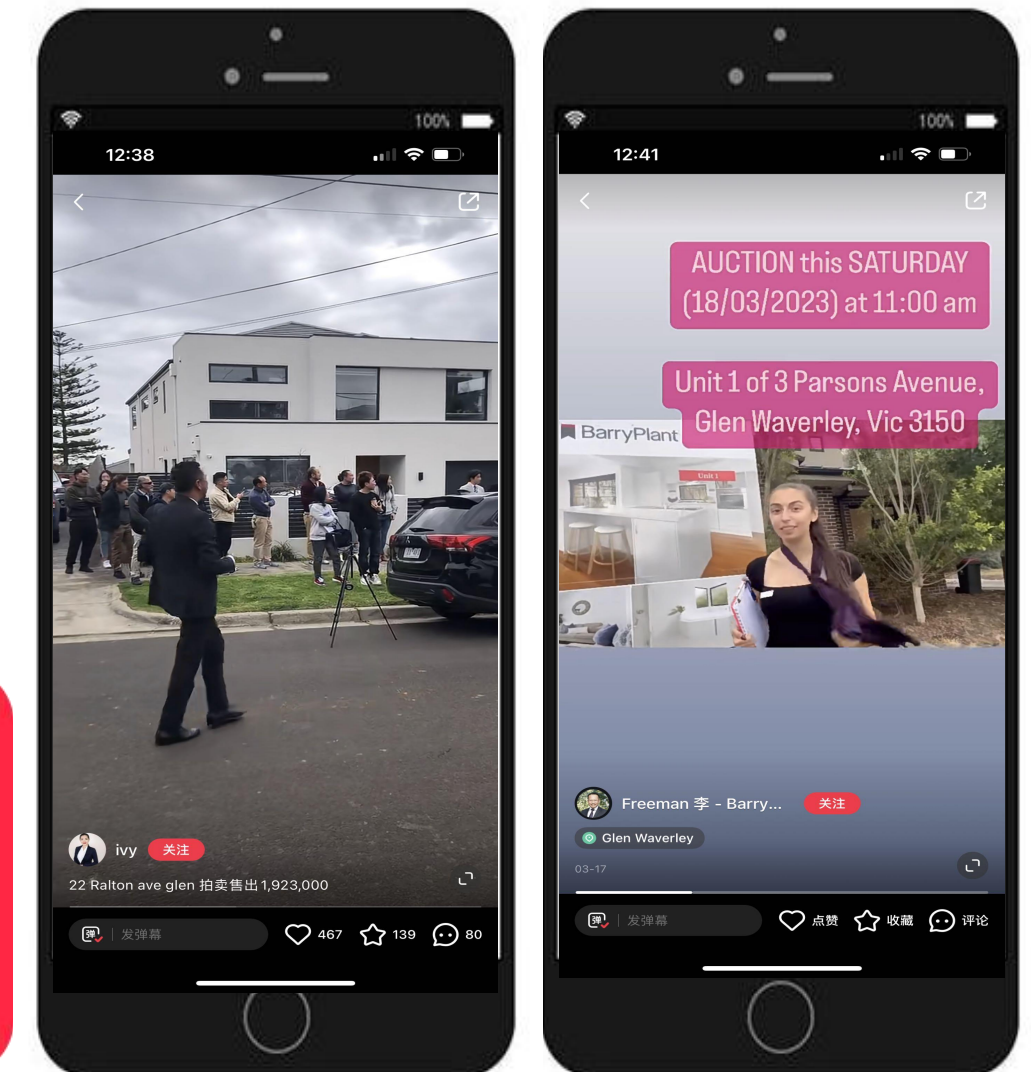
\$10,997 per year (approx \$50 per post)
(or \$6,997 per 6 months)



REDBOOK CORP ACCOUNT

- Exclusive creation and management of your Redbook account
- Monthly stories/articles on your team/members
- Monthly videos of your listings, auctions and inspections
- Showcase listing summary organised by suburbs
- Push to key opinion leaders & customers to share, comment and like
- Monitor and handle comments and private messages
- Links back to your webpages or your property on GiFang
- Specific property article at extra \$99 upon request
- ~250-350 posts in year #1, all manual translation/copywriting

\$19,997 per year (approx \$57 per post)
(or \$9,997 per 6 months)



DISCLAIMER

THIS INFORMATION MEMORANDUM

This Information Memorandum (IM) has been prepared by GiFang Group Pty Ltd (ABN 50 145 966 936) trading as GiFang, and its officers, employees and advisors, to provide background information in relation to GiFang, its marketing and advertising opportunity.

DATE OF THIS INFORMATION MEMORANDUM

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