

## **Domain Group agent equity model**

The agent ownership model involves companies jointly owned by agents and Domain. Each company is a regionally, state based, or platform based advertising business.

### **How the model works**

In every instance, agent participation is based on agents advertising in the various publications or online businesses. Shares are allocated to agents based on their use of the platform prior to allocation.

### **Benefits of the model**

Agents are partnering with Domain because they want a strong second player in the digital real estate media market.

### **How the agent ownership businesses are managed**

In the Melbourne businesses, Domain Group meets regularly with agent shareholders, and in other states, Industry Advisory Boards have been established to represent shareholders on key matters, product development, innovation and marketing.

As at April 31, 2016 approximately 1700 agents were shareholders in Domain residential and commercial real estate businesses.