



Aura Capital Group

Media Release

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AURA CAPITAL SETS RECORDS IN THE ACQUISITION OF TOP HOME LOAN AND MORTGAGE BROKING INTERNET DOMAINS

Boutique advisory and private equity house Aura Capital Group has acquired two key internet domains <http://www.homeloan.com.au> and www.homeloancalculator.com.au.

The www.homeloan.com.au domain was acquired in a private transaction for an undisclosed six figure sum. Aura believes the price sets a new record for a price paid for a domain name as it was above the \$153,000 paid for www.flowers.com.au.

www.homeloancalculator.com.au was acquired for \$33,001 in a public auction when the previous owner let the name lapse the [second] highest price ever paid for a lapsed name.

Whilst the purchases were opportunistic the domains are likely to be used strategically in conjunction with successful related companies 1300 Home Loan and Finsure Finance & Insurance.

“These two domain names are amongst the highest value in the financial services space in Australia with around 35,000 people searching for "home loan calculator" each month, while an incredible 200,000 people search the broad phrase "home loan" each month,” Aura Capital Director Mr Calvin Ng said.

As financial services becomes increasingly competitive online and home loans are aggressively marketed, the type of person searching for a term like "home loan" or "home loan calculator" is highly sought-after.

“In the endless battle to appear in first place on Google rankings, these domains names have a natural advantage,” Calvin said.

“The internet and domain space in Australia is really heating up, with the continuing increasing penetration of the internet and wider and faster access with the national broadband network Aura Capital is positioning itself to play a strategic role in the internet ventures space in the coming years.” Aura Capital Director Eric Chan said.

ENDS

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About Aura Capital Group

Aura Capital is a boutique corporate advisory and private equity house focussed on early stage and SME businesses in the retail financial services, technology and resources sector. The firm operates out of offices in Sydney, Australia and has recently established a presence in Singapore.