

ASX Release  
23 May 2024

# The Agency partners with Oxygen Home Loans to deliver a National Mortgage Offering

*Australia wide strategic collaboration to deliver significant uplift in product capability for The Agency's network*

## Highlights

- The Agency has completed the sale of an 80% stake in Mortgage and Financial Solutions Australia to Oxygen Capital Group Pty Ltd, the owner of the Oxygen Home Loans mortgage broking business
- This transaction will provide a significantly expanded footprint and capability not previously available on the East Coast to The Agency for mortgages within its network of Property Partners
- The Agency will be highly aligned with Oxygen and will continue to benefit financially from the growth of MFSA's mortgage business by retaining a 20% stake in MFSA
- The Agency will also receive nationwide access to Oxygen's high-tech lead generation and customer engagement technology solutions

National real estate company The Agency Group Australia Ltd (**ASX:AU1**) ("The Agency" or "the Company") is pleased to announce it has completed the sale of an 80% stake in The Agency's mortgage broking subsidiary Westvalley Corporation Pty Ltd trading as "Mortgage & Finance Solutions Australia" ("MFSA") to Oxygen Capital Group Pty Ltd ("Oxygen"), and has agreed to partner with Oxygen in a long-term collaboration.

The Agency has received c. \$1.1 million in cash for the divestment of the 80% stake in MFSA to Oxygen with The Agency to receive ongoing cashflow through annual profit distribution from MFSA to The Agency and Oxygen. Proceeds from the sale will be used by The Agency for future working capital.

Under the terms of the transaction, MFSA (supported by Oxygen) will provide The Agency's real estate agent network with nationwide access to value added proprietary technology and financing products developed by Oxygen, comprising:

- **Oxygen Digital Solutions:** Technology solution for data analytics, managing client interactions and mortgage referral commissions. This automated technology does not rely on agents manually referring clients, saving agents time and money.

HEAD OFFICE 68 Milligan Street PERTH WA 6000  
08 9204 7955 theagencygroup.com.au ABN 52 118 913 232

- **List Ready:** Financing product to assist agents' vendor clients finance the costs for the preparation and promotion expenses associated with selling a property.
- **Oxygen 10 Minute Pre-Approval Loan App & SMSF Loan:** Financing products for buyers of agents' listings.
- **Open For Inspection Tools:** Email and SMS auto responders for customers attending open for inspections and lead generation for agents.

The Agency will also be provided access to future products and services under the agreement.

This collaboration will be further enhanced by The Agency's expanding real estate agent network (411 agents nationally as at 31st December 2023) who will continue referring leads to MFSA's new national service offering, leading to the potential for rapid growth nationally.

MFSA management and compliance has shifted to the highly experienced executive team within Oxygen.

**The Agency Australia Managing Director Geoff Lucas said:**

*"This is an exciting opportunity for MFSA and The Agency. The agreement with Oxygen will provide a unique combination of broking and lending sector expertise, growth capital, technology and industry partnerships to deliver significant value and support MFSA's future growth objectives.*

*Importantly, the agreement will significantly bolster our technology offering with The Agency obtaining nationwide access to Oxygen's listing lead generation and customer engagement technology solutions at no cost to our agents.*

*While this automated technology does not rely on agents manually referring clients, The Agency will continue to embrace the personal relationships and referral process between agents/sales support staff and MFSA brokers.*

*By retaining 20% ownership of MFSA, this will drive alignment and meaningful upside for our business."*

**Oxygen Managing Director Ben Taylor said:**

*"We are excited to have the opportunity to partner with a leading real estate group of the calibre of The Agency in the management and growth of the MFSA mortgage broking business. We look forward to collaborating with The Agency to drive growth and deliver better outcomes for home owners and the Agency's Property Partners through our innovative technology and financing products in Australia's \$500bn residential property market."*

## About Oxygen Home Loans

Oxygen Home Loans is a technology driven mortgage and financing business that is transforming the mortgage industry in Australia through innovative distribution, technology solutions and product for real estate agents, channel partners and home loan borrowers. Oxygen is East Coast headquartered. Oxygen has a 21 year operational track record, has settled \$11 billion+ of home loans and is an 8x winner of the MFA and AFG Brokerage of the year. Oxygen is regularly featured in The Adviser's Top 25 Brokerages and MPA's Top 10 Independent Brokerages and in 2022 was ranked in the top 10 on the 2022 AFR BOSS Most Innovative Companies / Finance List. Oxygen offers a range of innovative technology and product solutions including:

- Oxygen Digital Solutions – automated, real time responders for Real Estate Listings on major portals
- Oxygen SMSF Loans - Mortgages for Self Managed Super Funds
- Oxygen Home Loans – Mortgage Broking service covering 40+ mortgage lenders
- 10 Minute Loan App – automated home loan application
- ListReady – Vendor Paid Marketing solution to finance real estate listing expenses

**ENDS**

***Announcement authorised for release by the Board of The Agency Group Australia Limited.***

**If you require further information, please contact:**

### Investors

The Agency Australia Ltd  
Geoff Lucas  
T: +61 412 609 411

### Media

Chapter One Advisors  
David Tasker / Colin Jacoby  
T: +61 433 112 936 / +61 439 980 359