



## ASX Announcement

12 May 2020

### PPM Group commences targeted marketing of [inspector360](#)

Enterprise property management platform provider AssetOwl Limited (ASX: **AO1**, **Asset Owl** or the **Company**) is pleased to provide a progress update on the launch of its photo-centric property management platform, [inspector360](#), to real estate agencies and property managers across Australia.

On 9 April 2020, AssetOwl announced the commencement of a 12-month exclusive partnership with a leading provider of property management solutions, PPM Group. PPM is a national coaching, training and product development company, which has been servicing and supporting the property management industry for more than 20 years.

PPM maintains one of Australia's largest property management databases, which is kept up to date (less than 4% email return) with regular monthly contact to clients, members and subscribers. The database includes more than 9,000 individual real estate agencies, more than 25,000 individual team members, and a social media network that is growing rapidly every week with reach to more than 23,000 property managers and business owners.

The Company has spent the past month working closely with PPM Group to optimise a marketing campaign prior to launch this week. The campaign will include targeted social media posts, real estate industry competitions to encourage registration and informational posts to educate property managers while promoting [inspector360](#).

Early feedback from PPM Group has prompted AssetOwl to augment this program by producing and marketing two shorter promotional videos specifically dedicated to [inspector360](#)'s Virtual Tours and Remote Inspections modules, which PPM views as standout value additions to the comprehensive [inspector360](#) system.

PPM Group Managing Director Debbie Palmer, a leading property management influencer, has expressed her support for AssetOwl and the [inspector360](#) photo-centric property management platform, and has committed to support the launch of [inspector360](#) through her personal and professional networks.

PPM Group Managing Director, Debbie Palmer, said:

*"I am looking forward to assisting in the launch of [inspector360](#). This technology is the next step in what the real estate and property management industry has been waiting for: a virtual, easy to use and interactive solution to marketing properties and managing inspections onsite, live or remotely. Tenants and landlords are going to love [inspector360](#). I am excited to share this latest technology with our clients, members, subscribers, social media network and the entire industry."*

The inspector360 app is available now for iOS and Android devices and can be downloaded from the Apple store or Google Play store respectively.

To register your interest in inspector360, please contact AssetOwl via [sales@assetowl.com](mailto:sales@assetowl.com).

### **Authority**

This announcement has been authorised for release by the AssetOwl Board of Directors.

**\*\*\*ENDS\*\*\***

### **For further information, shareholders and media please contact:**

#### **Sean Meakin**

Company Secretary

[enquiry@assetowl.com](mailto:enquiry@assetowl.com)

+61 8 9424 9320

#### **Tim Dohrmann**

Investor and Media Enquiries

[tim@nwrcommunications.com.au](mailto:tim@nwrcommunications.com.au)

+61 468 420 846

### **About AssetOwl Limited (ASX: AO1):**

Asset Owl is an innovative technology company which has developed an enterprise software application, providing real estate owners with one trusted platform for managing properties remotely.

inspector360 is the revolutionary next generation of Asset Owl's photo-centric property management platform, designed to benefit property owners, tenants, agents and managers. It builds on Asset Owl's existing residential inspection software, InspectorAsset, which uses virtual reality technology to create an internal view of a property to assist all stakeholders before, during and at the conclusion of a tenancy.

inspector360 incorporates 360-degree imagery, video, voice-to-text and hot-spot mapping of floor plans to accurately document property condition reports, significantly boosting the efficiency of the inspection process. The inspector360 app provides tenants, property managers and landlords with an exact record of the condition of residential properties during a tenancy and when tenants move in and out, using AssetOwl's proprietary virtual tour technology to create an internal view of a property.