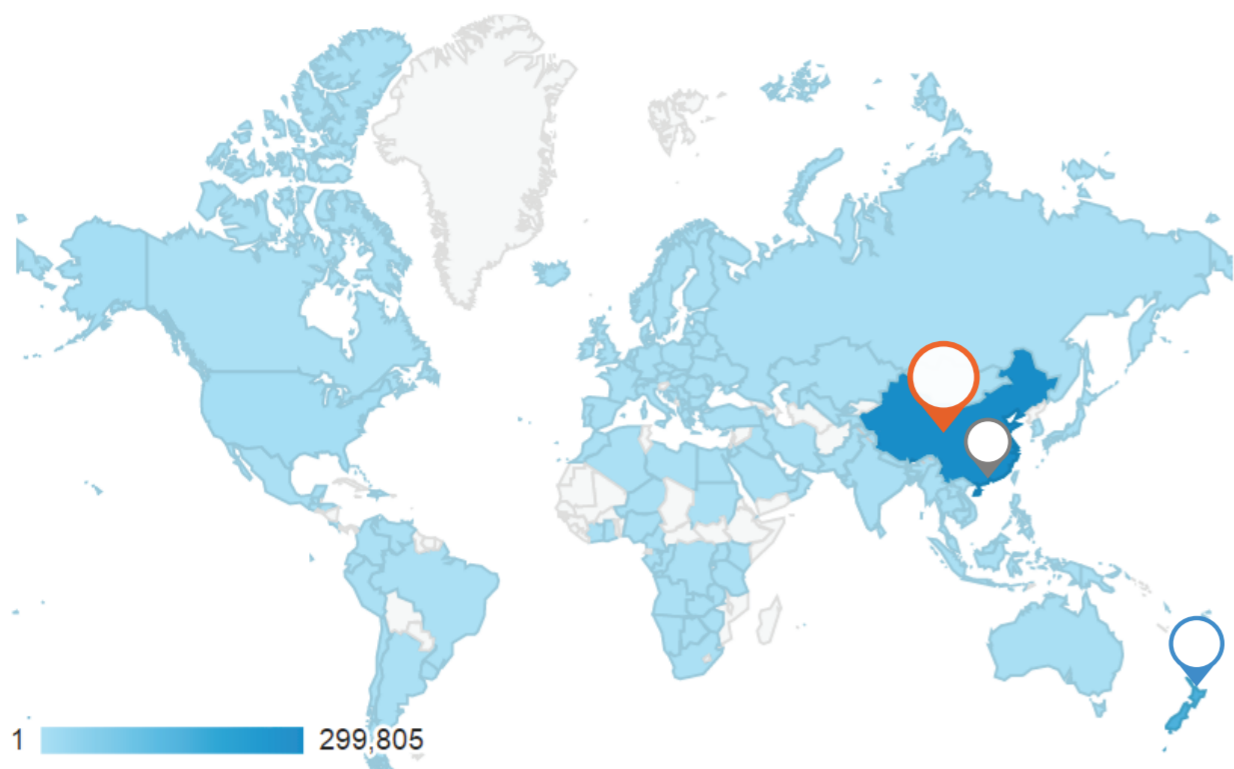


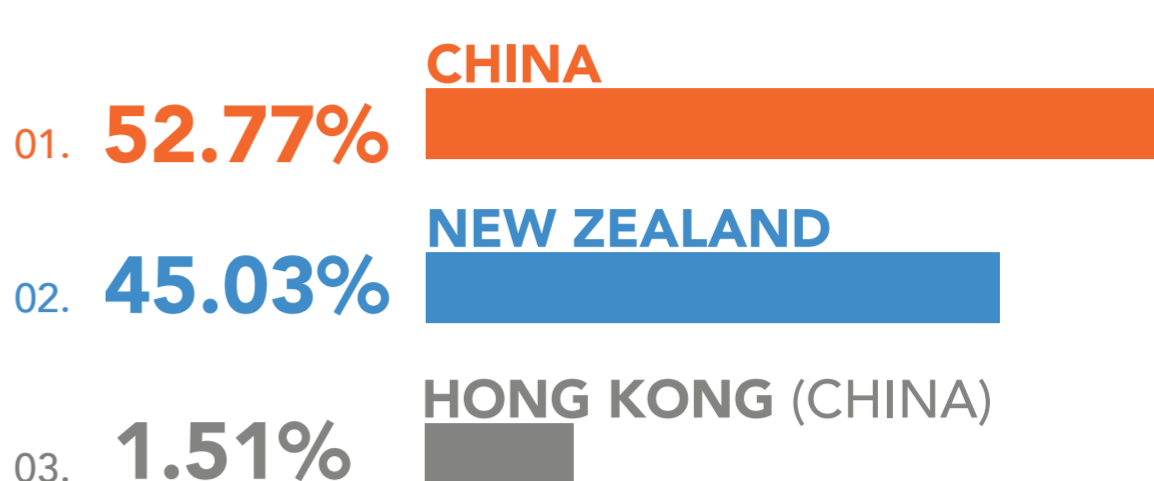
HOUGARDEN.COM TRAFFIC REPORT

1st Feb - 30th Apr 2015

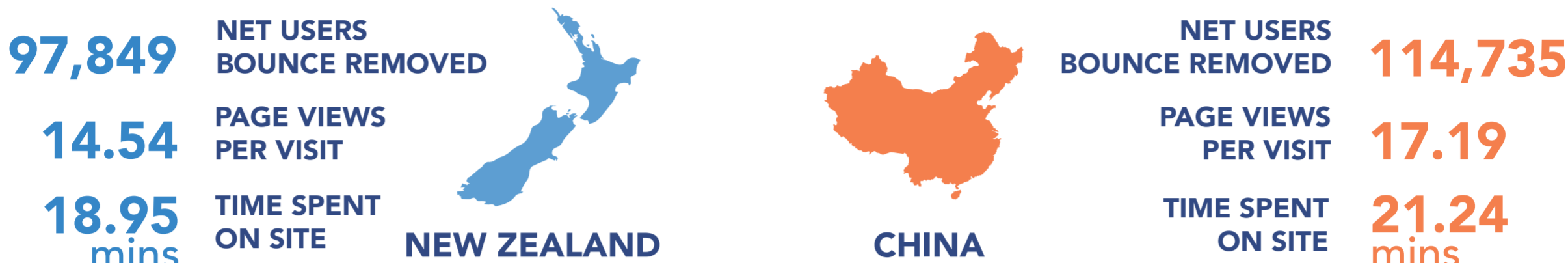
WEBSITE TRAFFIC



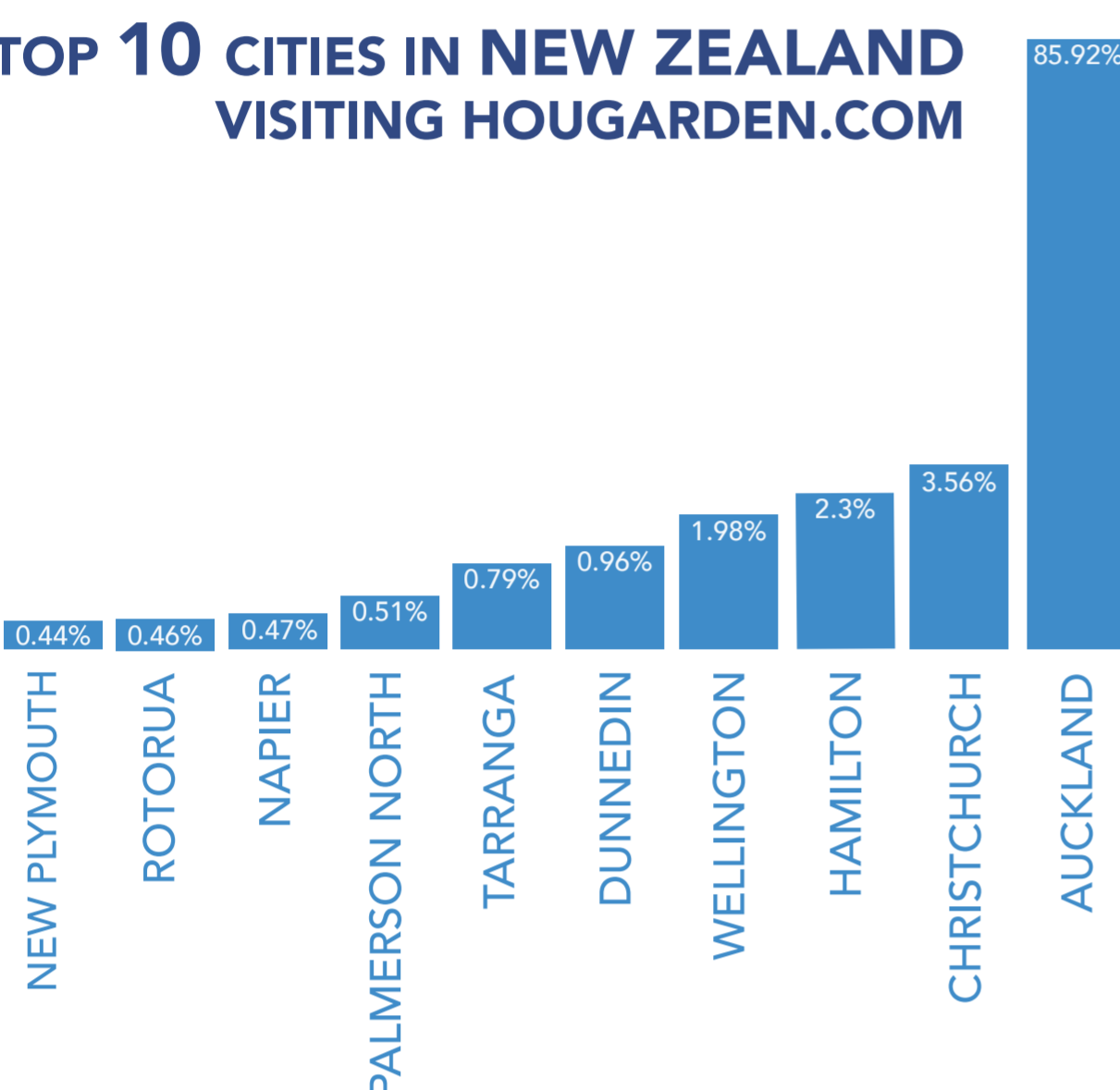
TOP 3 COUNTRIES VISITING HOUGARDEN.COM



NET USERS IN NZ VS CHINA



TOP 10 CITIES IN NEW ZEALAND VISITING HOUGARDEN.COM



TOP 10 CITIES IN CHINA VISITING HOUGARDEN.COM



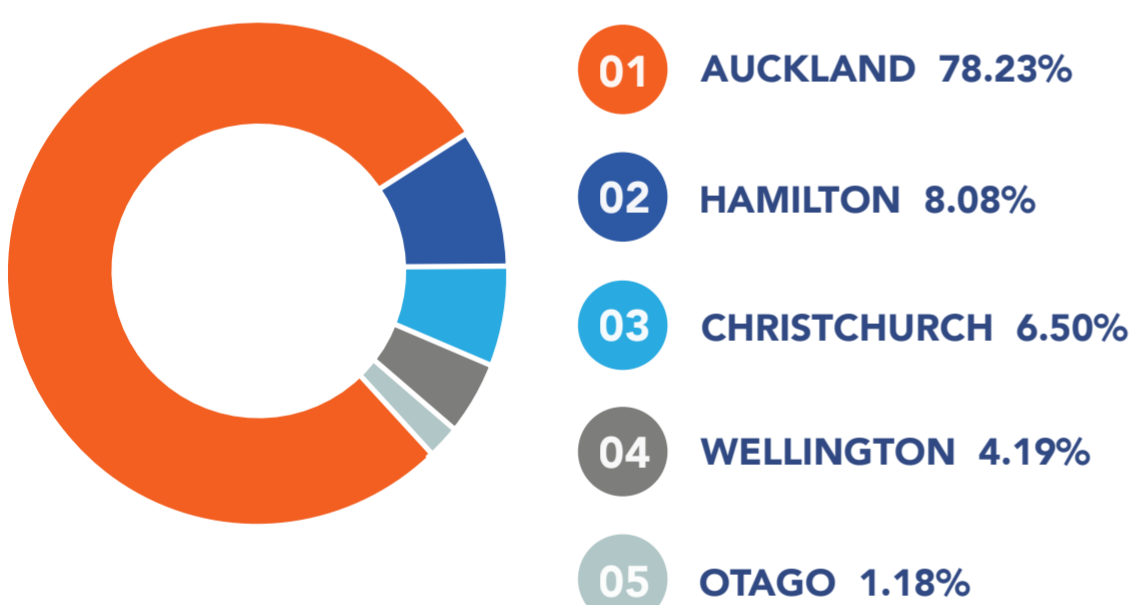
TOP 22 KEY WORDS SEARCHED ON HOUGARDEN.COM

SUBDIVISION
DOUBLE GRAMMAR ZONE
UNIVERSITY FULL SECTION
SCHOOL ZONE
WESTLAKE FREEHOLD
AUCKLAND GRAMMAR RANGATITO
APARTMENT RENTAL PROPERTY
BRAND NEW MORTGAGE
FIRST HOME SECTION LAND BANK
CITY APARTMENT
MACLEAN LUXURY INVESTMENT
WEATHERBOARD

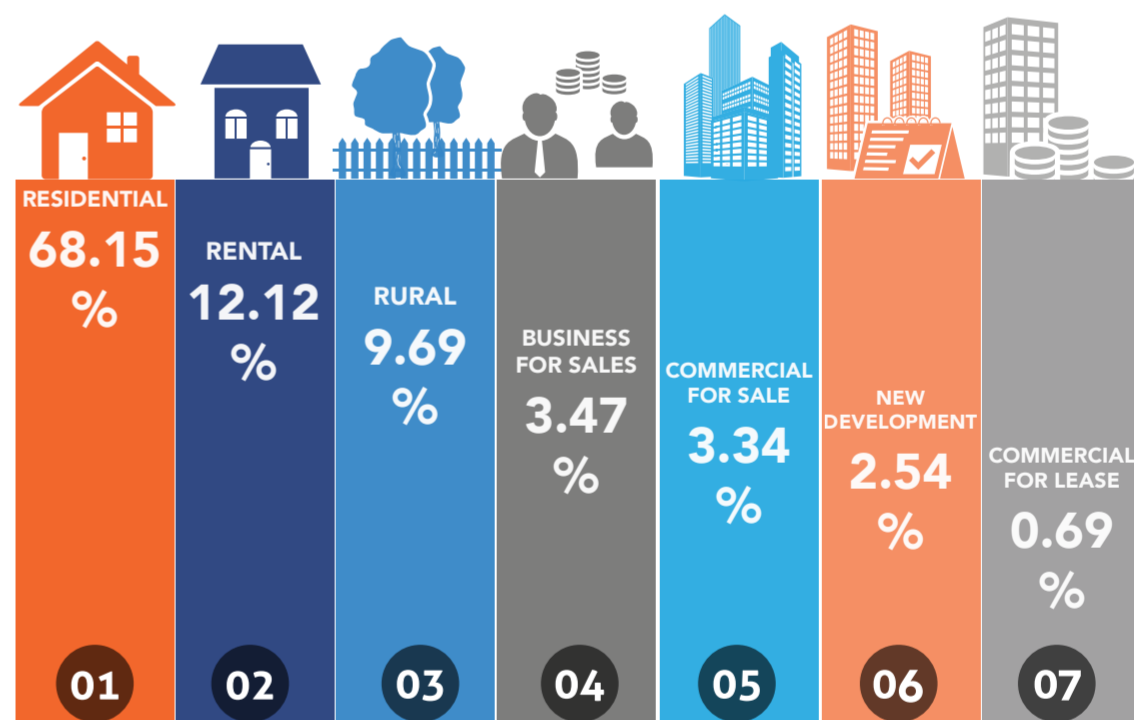
TOP 6 REASONS OFF SHORE CHINESE BUYERS ARE PURCHASING NZ PROPERTIES

- 1) IMMIGRATION
- 2) EDUCATION
- 3) LONG TERM CAPITAL INVESTMENT
- 4) WORK/STUDY IN NZ BEFORE, COME BACK NZ TO RE-SETTLE
- 5) HAVE FRIENDS OR FAMILIES IN NEW ZEALAND
- 6) TRAVELED TO NZ BEFORE, PLAN TO LIVE IN NZ

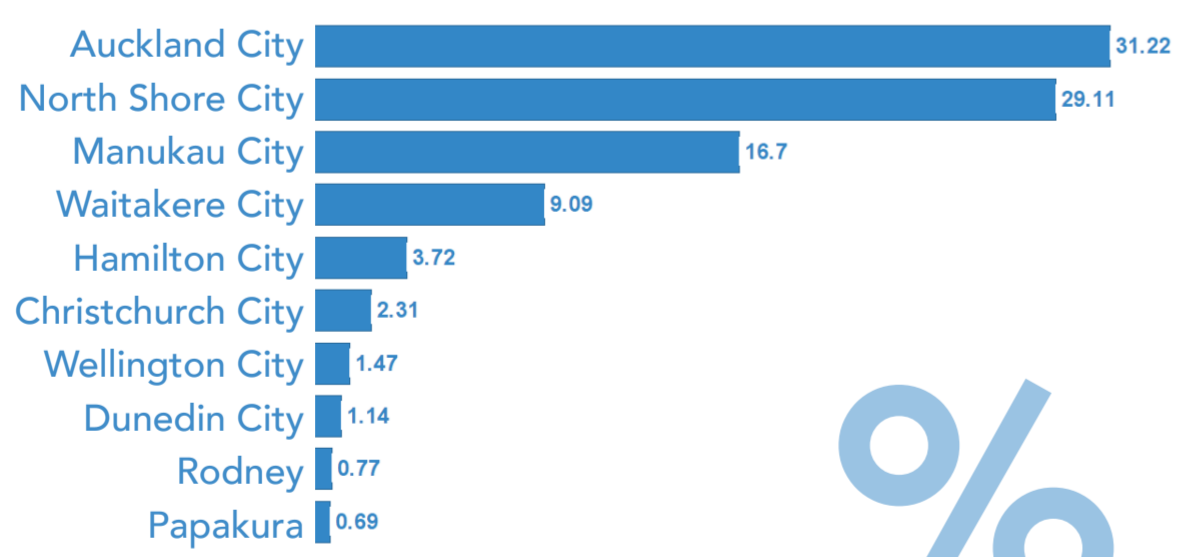
TOP 5 REGIONS CHINESE BUYERS SEARCH FOR



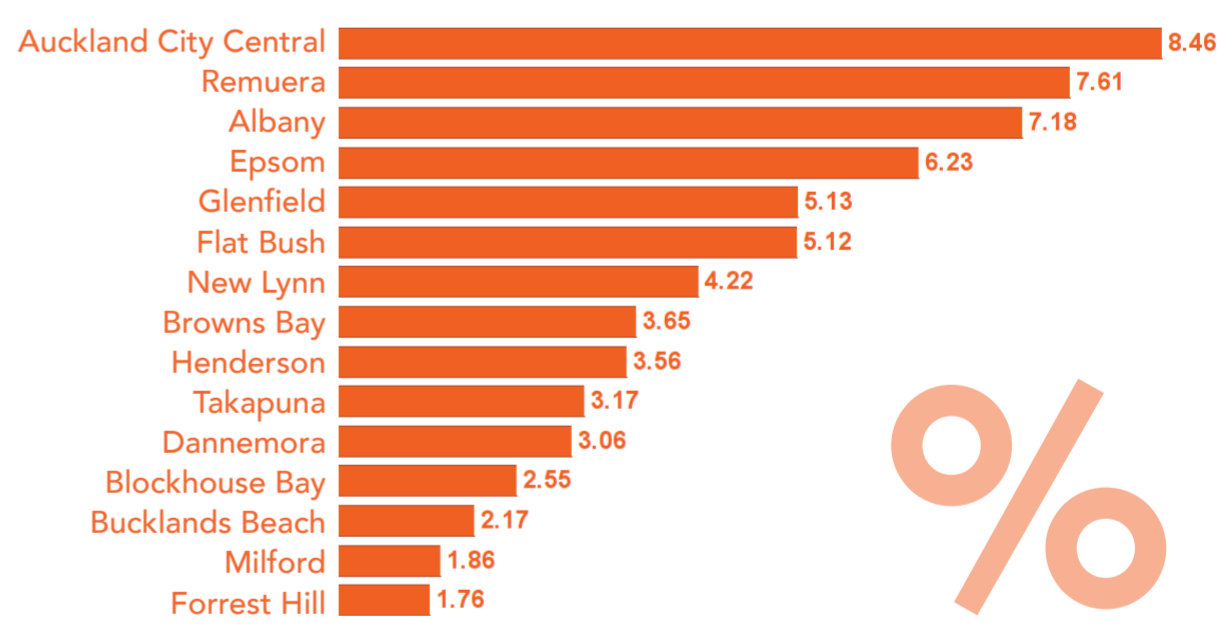
CATEGORIES CHINESE BUYERS SEARCH FOR



TOP 10 CITIES CHINESE BUYERS SEARCH FOR

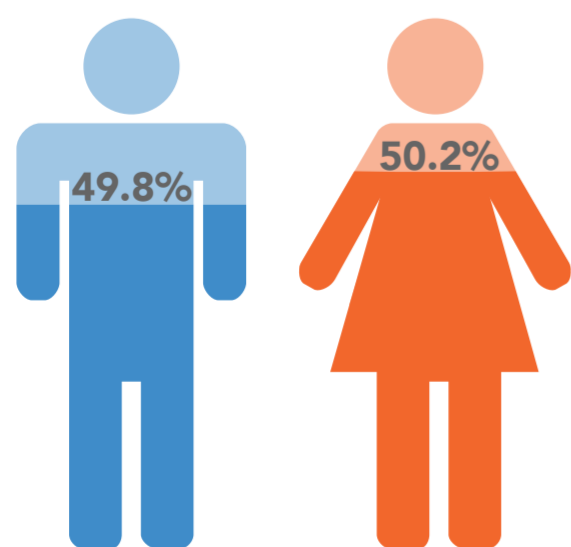


TOP 15 SUBURBS CHINESE BUYERS SEARCH FOR

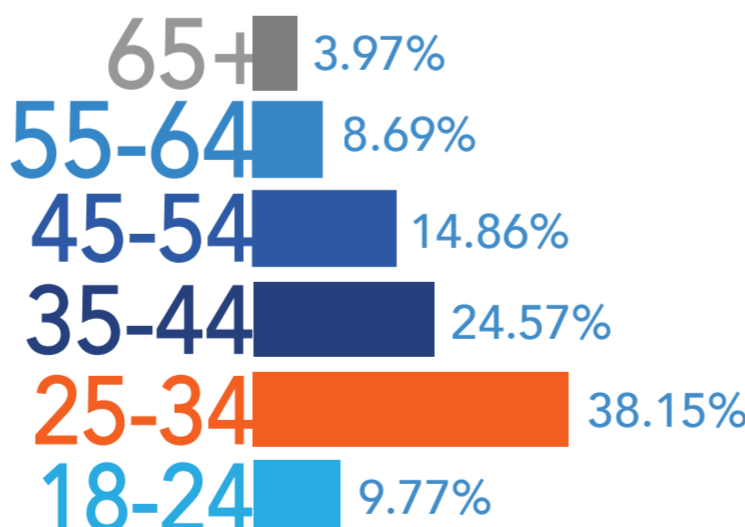


AUDIENCE DEMOGRAPHIC

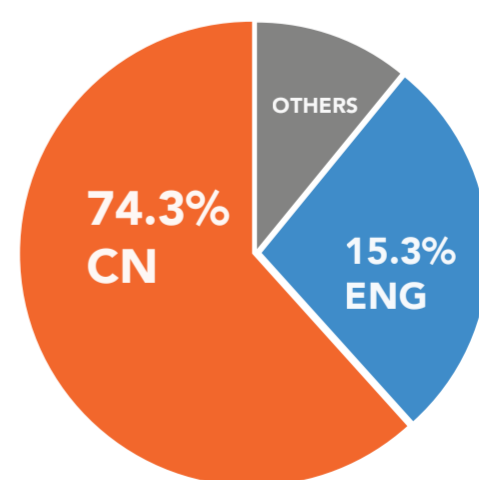
GENDER



AGE



LANGUAGE SETTING IN BROWSER

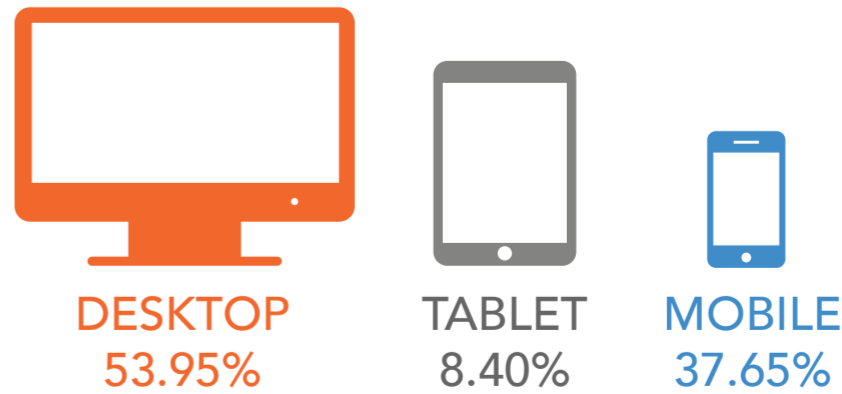


TOPICS VISITORS ARE INTERESTED

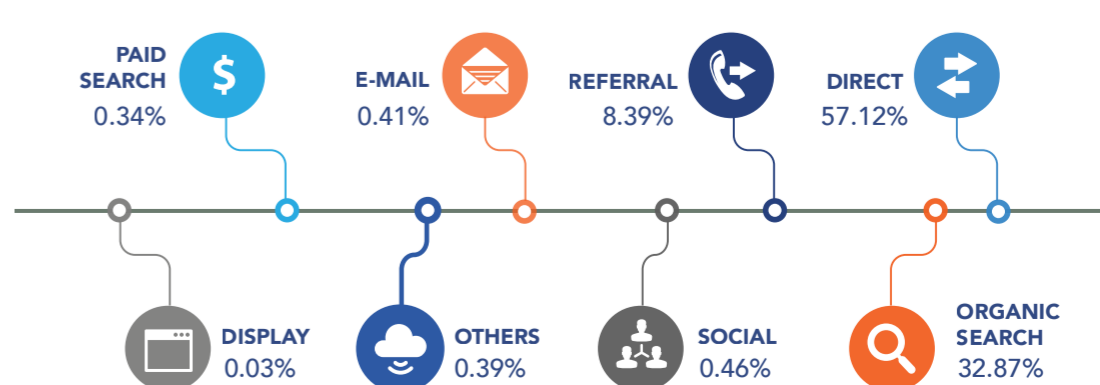
In-Market Segment

6.24%	Financial Services/Investment Services
5.02%	Real Estate/Residential Properties/Residential Properties (For Sale)
4.41%	Real Estate/Residential Properties
4.07%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
3.69%	Dating Services
3.44%	Travel/Hotels & Accommodations
3.06%	Employment
2.22%	Education/Post-Secondary Education
2.05%	Consumer Electronics/Mobile Phones
1.88%	Real Estate/Residential Properties/Residential Properties (For Rent)

DEVICES



TRAFFIC CHANNEL



DATA COLLECTED FROM GOOGLE ANALYTICS & ONLINE SURVEY