

ASX ANNOUNCEMENT 31 JULY, 2023

GUMTREE EXPANDS INTO PET INSURANCE

The Board of The Market Herald Limited (ASX:TMH, “**Company**”) is pleased to announce that wholly owned subsidiary Gumtree AU Pty Ltd (“**Gumtree Australia**”), has entered the pet insurance market following record category growth within the pets vertical.

With 1.5 million unique monthly users within its pets vertical and over 700,000 pet-related listings in 2022 alone, Gumtree is the go-to marketplace for both existing and prospective Australian pet owners.

Identifying an opportunity to diversify its pet vertical, and to help customers access pet insurance, Gumtree brings pet insurance to the platform via a partnership with petinsurance.com.au, the leading Australian pet insurance brand.

Tommy Logtenberg, CEO of the TMH Group, says higher pet ownership has contributed to strong category performance within the marketplace.

“Higher pet ownership has driven record activity on the platform, with more people looking to buy and sell pet services. Since the start of the COVID-19 pandemic, Gumtree has helped over half a million dogs and cats find their forever homes, with the pets vertical being the fastest growing category for the past two years. In response to this category growth, we wanted to provide users with a more complete pet offering, and to help them consider pet insurance as part of being a responsible pet parent. With PetSure’s distribution model, we saw a strategic opportunity to partner with petinsurance.com.au to bring this to life.”

Yours faithfully

Tommy Logtenberg
Chief Executive Officer

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