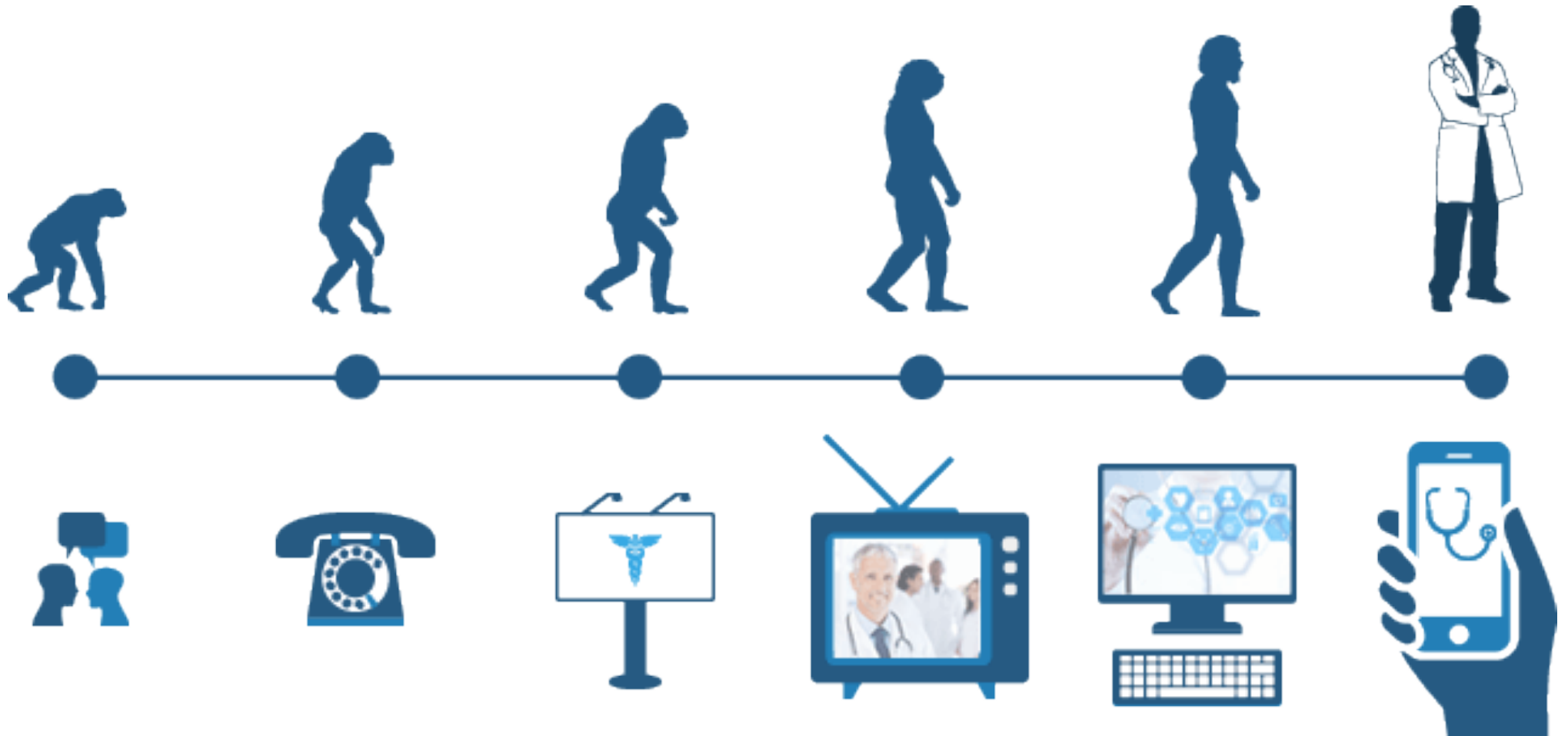


# The Future of Digital Classified Advertising



# The evolution



# What next?



# The future . . .

- Information on tap
- Increased competition from local / international players
- Social & digital getting closer to transactions

# What does that mean?

- Are you equipped?
- Are you prepared?
- Are you relevant?

# A bit about me . . .

- My goal is to grow the ecosystem by working with all the players to get more Malaysians to become home owners as I believe home ownership will enable people to become financially independent & make for a better Malaysia.



Ernest Towle  
& the buck stops with me