

# ABOUT HOUGARDEN

## Overview

Hougarden is an internet-based technology and media company that launched in Auckland in 2011. We are the most influential professional Chinese information platform in New Zealand.



**Our mission is to help improve the quality of life for expat Chinese people. Our vision revolves around our exceptional innovation in information and technology, while our goal is to become the most convenient and front-of-mind China information platform in New Zealand and Australia.**

Our primary focus is the real estate industry. We provide instantly up-to-date and comprehensive property listings and real estate information in the Chinese language for users in New Zealand and overseas. Over the last eight years, we have grown our customer base through various communication channels including our app, website and WeChat Official Account which is integrated with other platforms that encompass real estate, news, motors and other categories of interest.

## According to statistics of Google Analytics, Mar 2021 of Hougarden

App/Web Users

145,000

Sessions

790,000

Search

2,500,000



### Real estate listing platform

Hougarden is New Zealand's number one online property search platform communicated entirely in Chinese. We offer a massive range of property listings that are automatically updated every day.



### Valuation & transaction information

Hougarden has created an evaluation system that integrates 1,800,000 listings in the current property market, and analyses house prices and valuations, previous sales trends and results, and other property-related big data.



### Property rental listings

Hougarden's property rental service allows landlords to connect with high-quality tenants thanks to the power of relevant and targeted big data. Rental listings can be published in as little as 60 seconds, while tenants looking for properties to rent can easily find landlords and flatmates thanks to simple search functions and detailed listing information.



### Hougarden Motors

Hougarden Motors works with major New Zealand car dealerships to provide reliable vehicle information to savvy Chinese-speaking consumers.



### Hougarden News

Hougarden uses customised artificial intelligence to integrate our platforms and services with the most reputable New Zealand and international news sources to provide our users with the most up-to-date information.

# PLATFORMS & USERS



## APP

The Hougarden app is the most popular Chinese mobile app in New Zealand.

-Installations: 135,000



## WEBSITE

The Hougarden website is the most comprehensive Chinese real estate, motors and financial information portal in New Zealand.

-Registered Users: 180,000



## WECHAT OFFICIAL ACCOUNT

Hougarden's WeChat Official Account is New Zealand's number one real estate, financial and lifestyle media platform for Chinese-speaking users. We use our WeChat Official Account to gather and share the latest, most comprehensive real estate information in New Zealand in the Chinese language.

-Followers: close to 50,000

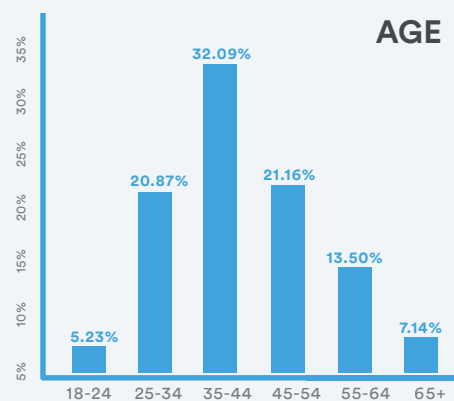
## Users' Characteristics

Our users are typically high-end with plenty of disposable income who focus on living a high-quality lifestyle.



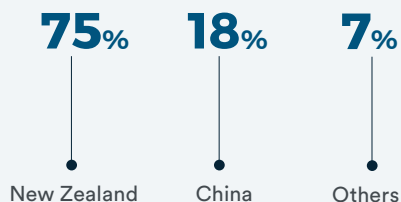
### GENDER

Male 51% Female 49%



### AGE

### LOCATION



### TOP FIVE INTERESTS

- Financial & Investment
- Real Estate
- Motors
- Food / Fine Dining
- Home & Lifestyle