

26 September 2018

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STOCKLAND PARTNERS WITH BLUECHILLI TO ACCELERATE INNOVATION

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Stockland has today launched the *Stockland Accelerator* – a program to identify and develop ‘PropTech’ (property technology) start-up solutions to create better connected communities.

Powered by Australia’s largest tech start-up accelerator BlueChilli, The Stockland Accelerator offers start-ups the opportunity to refine their bold idea and develop it into a prototype, with \$38,000 upfront investment and up to \$500,000 in follow-on funding.

Robyn Elliott, Chief Innovation, Marketing and Technology Officer at Stockland, said: “The launch of the Stockland Accelerator adds another dimension to Stockland’s innovation approach. It will connect us with ideas and technology that could reshape our industry and benefit our communities.”

“We know that the technology is available now to create new opportunities for our business, and we want to collaborate with innovative thinkers to bring these opportunities to life.

“We want to support the development of a local PropTech industry that can succeed globally. Our external partners like BlueChilli, play a key strategic role, allowing us to leverage expertise, move faster to solve customer problems and connect globally.”

Mark Steinert, Stockland Managing Director and CEO, said: “At Stockland we are fully committed to innovation and growth, and to building thriving communities. Through the use of technology we look forward to making our assets and processes more resilient and connected, and to use this to offer greater customer experiences.”

“The Stockland Accelerator will enhance our ability to progress innovative ideas into commercial outcomes, further improving the competitive advantage of our business for the future.”

Sebastien Eckersley-Maslin, CEO of BlueChilli, said: “Australians have always had a passion for property and increasingly the technology within and we’re now looking for driven people with great ideas on how to make our properties, spaces and communities better and more connected.”

“Stockland have shown the same passion for emerging technologies as we have, and they have an amazing approach towards supporting communities.”

Australian and New Zealand PropTech businesses can submit their ideas to create better connected communities at: www.stocklandaccelerator.com. Entries are open until 19 October 2018.

Up to 40 applicants will be selected to participate in an initial bootcamp with up to 15 start-up ideas selected to move forward into the final Stockland Accelerator program.

During the six month intensive Stockland Accelerator program, each business will be given hands-on support to refine their idea with access to expert product managers, technology developers, mentors and a co-working space with BlueChilli in Sydney, Melbourne or Brisbane.

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About BlueChilli

BlueChilli's world-class accelerator programs bring together startup founders and industry partners to build impactful, investable global startups. With a portfolio exceeding \$500M, BlueChilli names its success as its biggest differentiator. BlueChilli's team of startup experts have invested in and built over 120 startups, achieved 3 exits and 1 IPO, and are close to achieving its target of graduating startups from the program with a 75% rate of commercial pilots in place. www.bluechilli.com

About Stockland

Stockland (ASX: SGP) was founded in 1952 and has grown to become Australia's largest diversified property group – owning, developing and managing a large portfolio of retail town centres, workplace and logistics assets, residential communities, and retirement living villages. Stockland is rated as one of the most sustainable real estate companies in the world by the Dow Jones Sustainability World Index (DJSI). Stockland is also an Employer of Choice for Gender Equality, as recognised by the Workplace Gender Equality Agency. www.stockland.com.au