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# Investor Roadshow Presentation

8 MARCH 2021

# Agenda

1. **Overview of RMA and highlights**
2. **1H FY21 performance and outlook**
   a. Australia
   b. New Zealand
   c. US
3. **Key Financial metrics**

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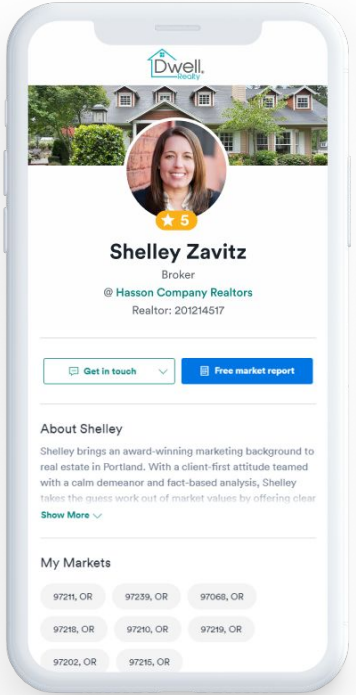
# RMA Global Limited (ASX: RMY)

- Online business providing comprehensive data on sale results for residential real estate agents and reviews of agent performance from vendors and buyers
- Data used by agents to build their profile to market themselves on the site or social media
- Data used by vendors to compare agents and find an agent or agency to sell their property

The review product offering includes leased properties and has recently expanded to mortgage broking. RMA currently operates in Australia, the USA and New Zealand.

**Today**

- We dominate Australia with the majority of agents on the platform and now monetising them
- NZ growing quickly in reviews and subs
- Want to dominate the US and now have > 100,000 agents on the platform




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# H1 Highlights

**Market leading position in Australia**

- 38,400 agents on the platform.
- 81% of properties sold in 1H FY21 were sold by agents with a claimed RMA profile.
- Published over 942,500 verified reviews.
- Growing paid subscriptions and other revenues:
    - New products (Google / Facebook); and
    - New revenue streams (Mortgage broking, Promoter for Listings).
- 40% of active agents with an RMA profile are under a subscription.

**Highly differentiated position in the US**

- 105,000 claimed agents (already exceeds Australia and growing).
- Partnerships with 25 Multiple Listing Services (MLS) (550,000 agents), including the largest, providing access to transaction data and agents.
- MLS provide a platform for getting agents on to RMA platform.
- Growth in review volumes; 91,200 direct plus other platforms.
- Revenue model starting

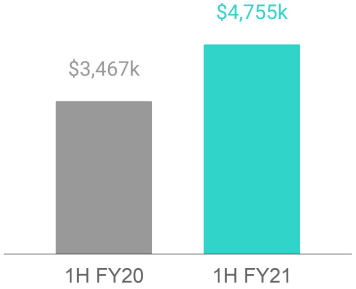
**New Zealand growing quickly**

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# Key financial metrics

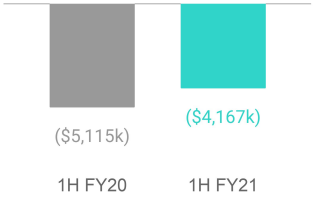
Total recurring revenue

**Up 37%**



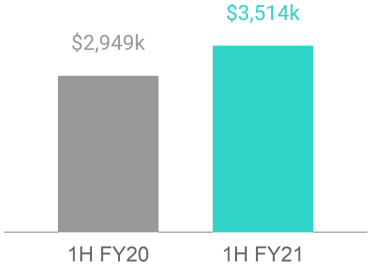

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**Up 19%**



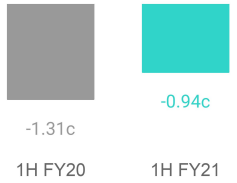

Total Agent subscription revenue

**Up 19%**



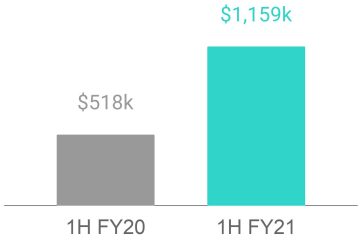

Earnings per share

**Up 28%**




Total Promoter revenue

**Up 124%**




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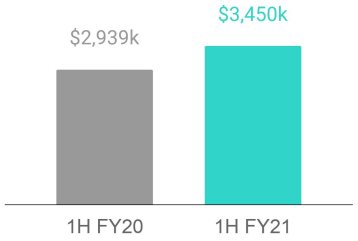
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# Key financial metrics (continued)

## ANZ

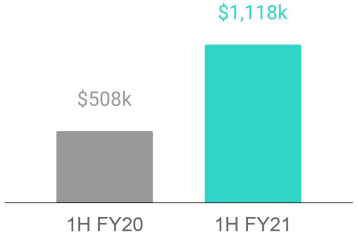
Subscription revenue

**Up 17%**




Promoter revenue*

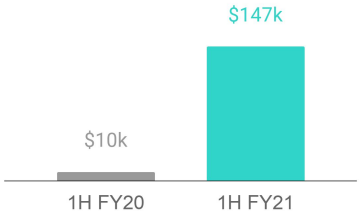
**Up 120%**




## US

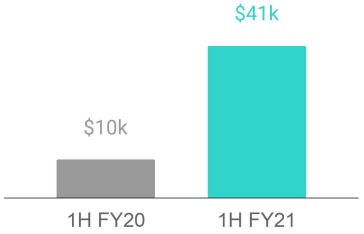
Subscription revenue*

**Up 1,391%**




Promoter revenue*

**Up 298%**




* all numbers in AUD

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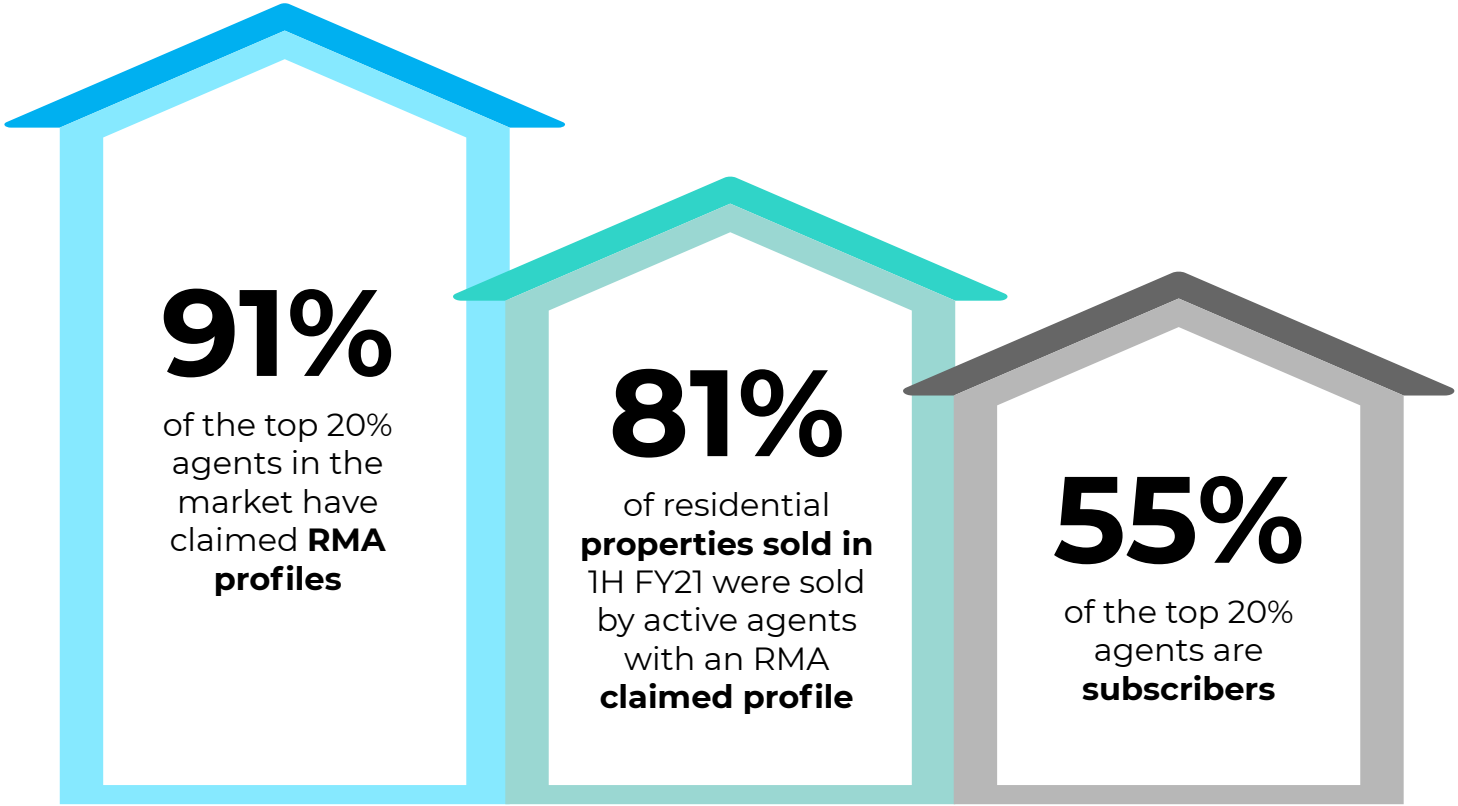
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# Australia

# Market leader in Australia

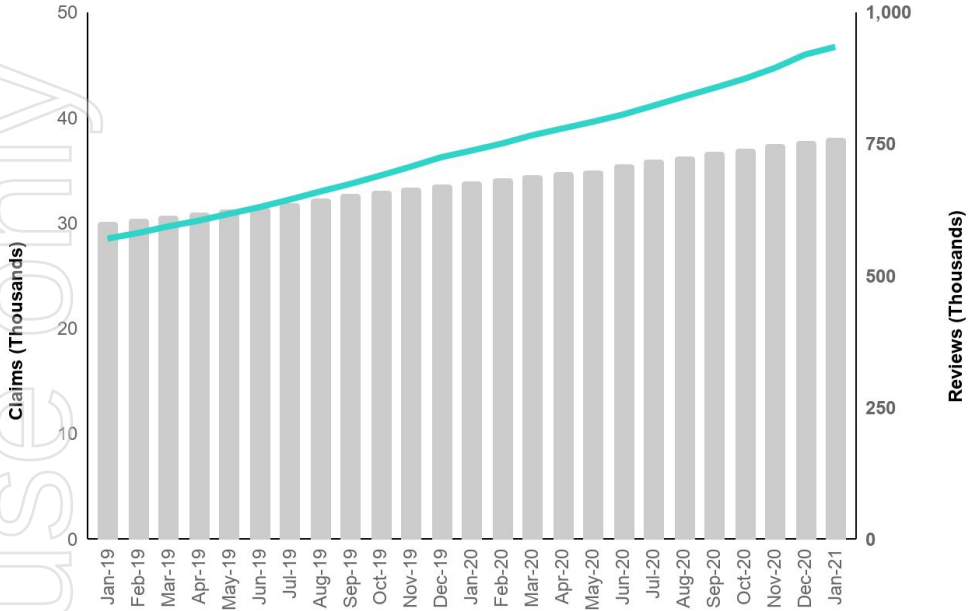



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# Growth in Reviews and Claims




## Market leading position

**Strong market engagement**

- 38,400 claimed profiles
- Over 942,500 verified reviews
- 81% of properties sold in 1H FY21 were sold by agents with an active RMA profile
- 40% of these agents held a subscription
- Increasing the proportion of buyers on the platform can bring new business opportunities

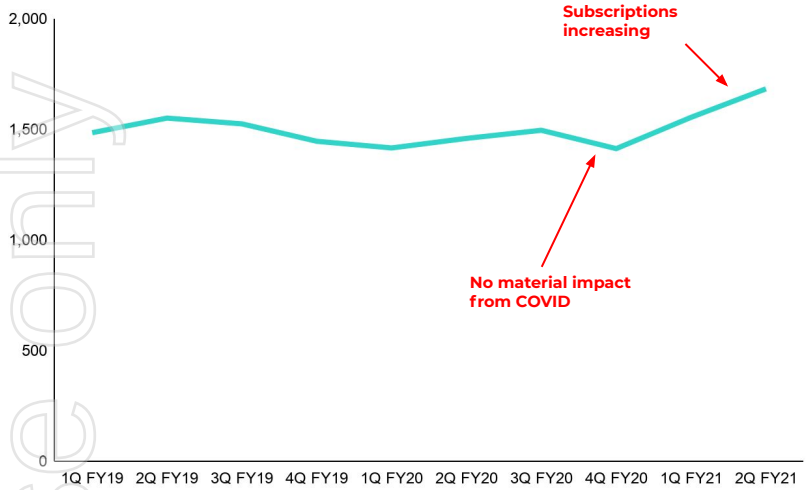
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# Increase in subscriptions and Promoter

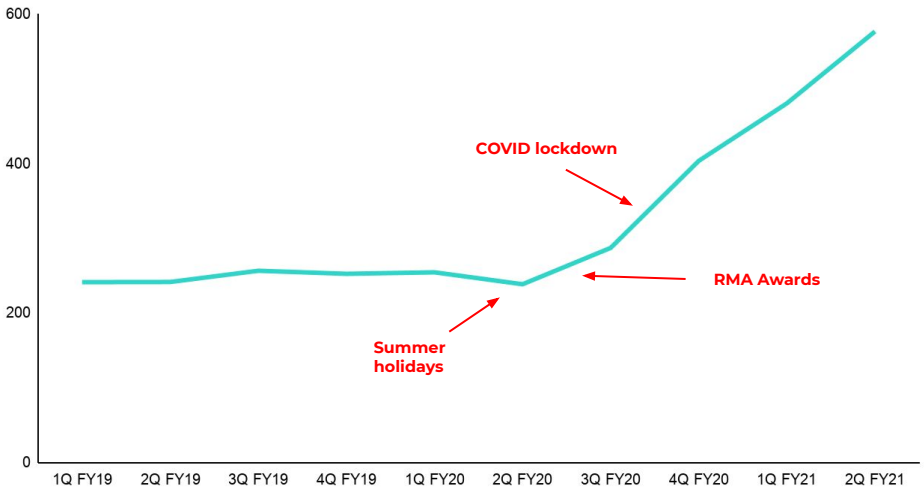
## Subscription revenue




- Subscription revenue* in 1H FY21 up 12.6% YoY.
- Promoter revenue continues to grow significantly. 1H FY21 Promoter revenues up 114.7% YoY.
- Mortgage Broker revenue increasing

* excludes Mortgage Broking

## Promoter revenue




**Further growth through:**

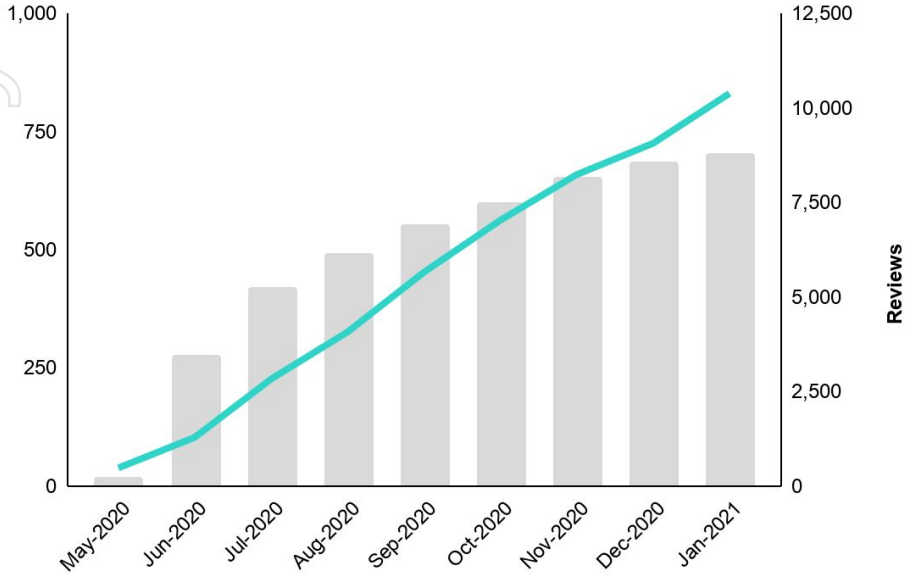
- Subscription product enhancement
- New Promoter products
- Mortgage Broking

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# High engagement from growing mortgage broker base




- Profile claims growing with market awareness.
- High engagement by existing users.
- Monetisation in progress
- ~15,000 brokers in Aus

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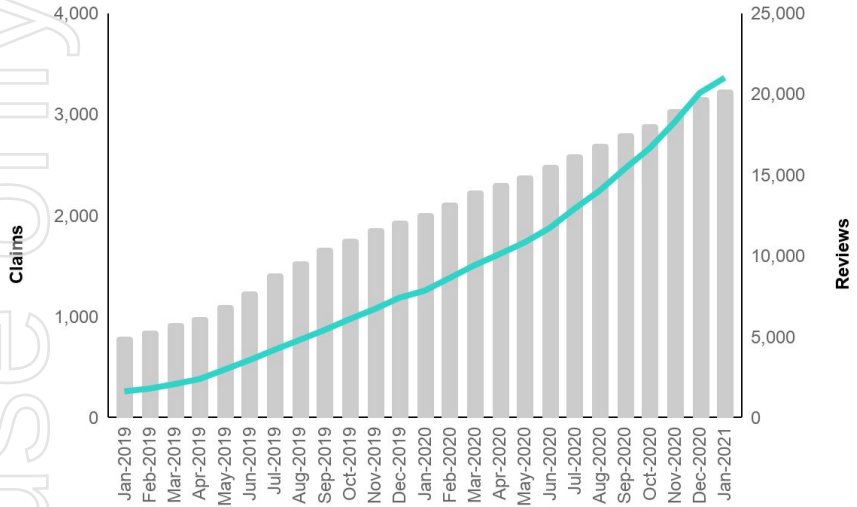
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# New Zealand

# NZ: Growth in reviews and profile claims




**Strong pipeline growth in 1H FY21:**

- Total profile claims up **63% YoY**.
- Total reviews up **168% YoY**.

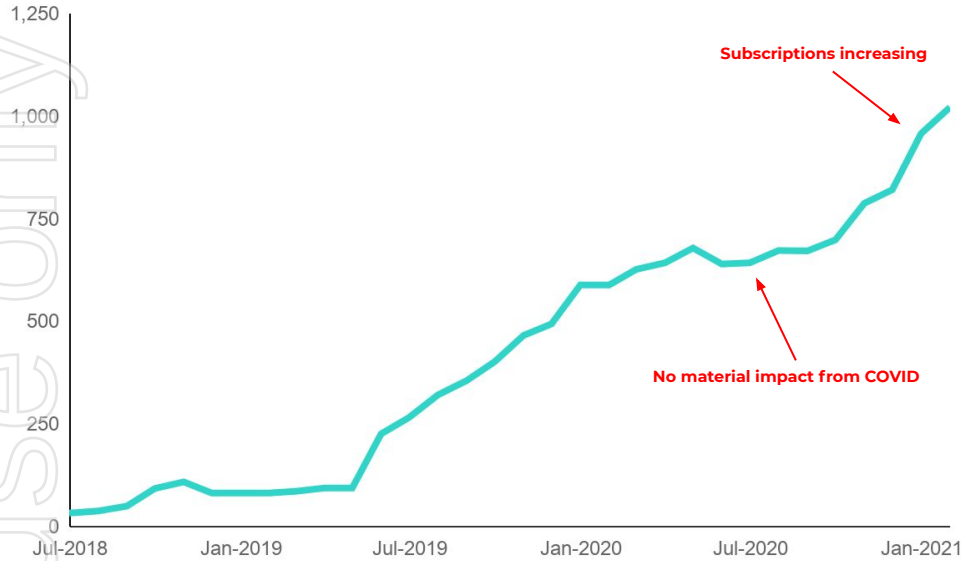
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# New Zealand subscription growth accelerating

## Agents under subscription




## Ongoing Growth

- Strong uptake in annual subscriptions - several major agencies
- Strong pipeline for ongoing subs - Promoter later

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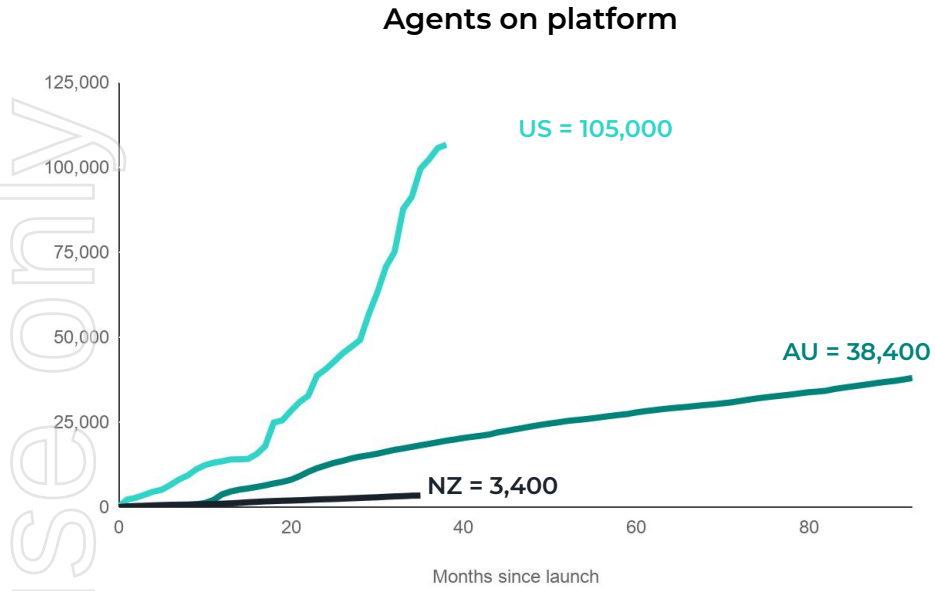
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# United States

# Strong pipeline growth in the US




**Now**

- Significant growth in agents on the platform
- 105,000 claimed agents.
- New claims in 2Q FY21 up 32% QoQ and 158% YoY.

**Next**

Near-term

- 200,000 agents on the platform by the end of year
- Significant growth in agent reviews
- Agent Awards to stimulate continued growth

Medium-term

- Monetising the agent base
- More partnerships with large brokerages and MLS's

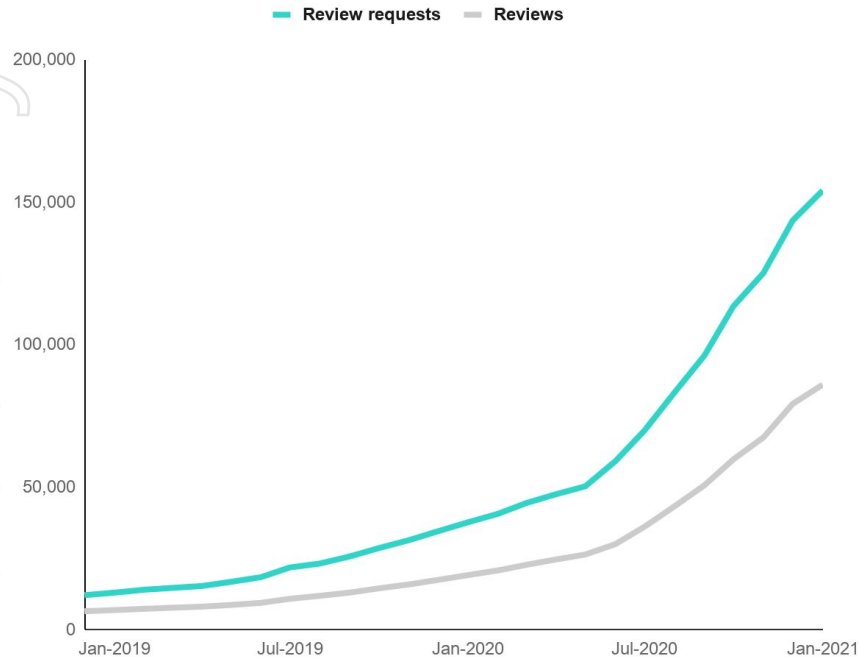
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# US agents engaging and building digital footprint

## Cumulative reviews and review requests




## Review growth strategy

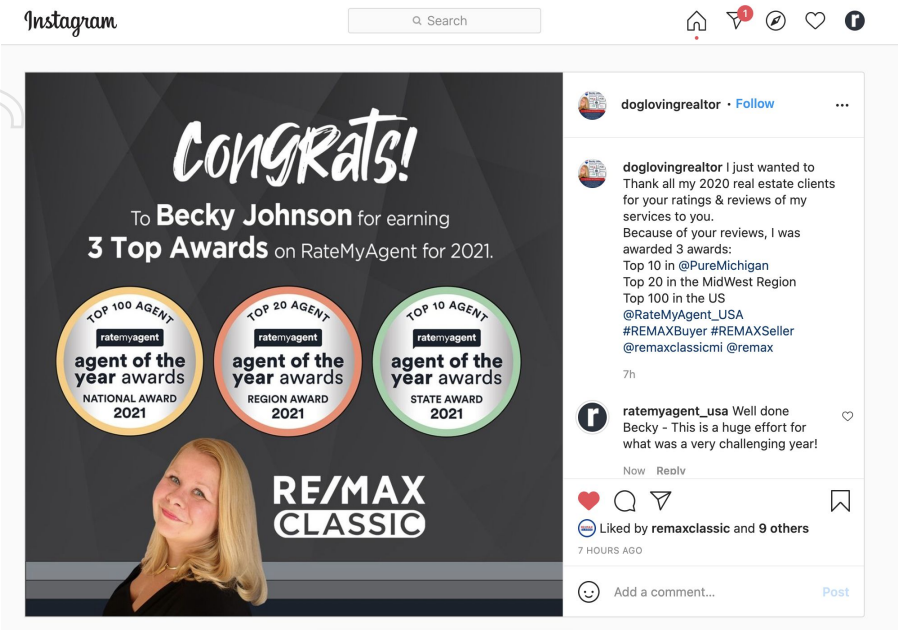
- Over 5x more reviews in 2Q FY21 vs 2Q FY20
- Focus on getting agents to 3 reviews in onboarding process to make platform sticky
- Automated “one-click” reviews through integration with brokerage transaction management systems. A new review every 5 minutes
- More MLS and Agency partnerships
- Targeting large brokerage groups to get even closer to agents
- Importing external reviews from other platforms, which are linked to a transaction (“linked reviews”)

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# US award winners - feedback







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# Anatomy of a great RateMyAgent profile

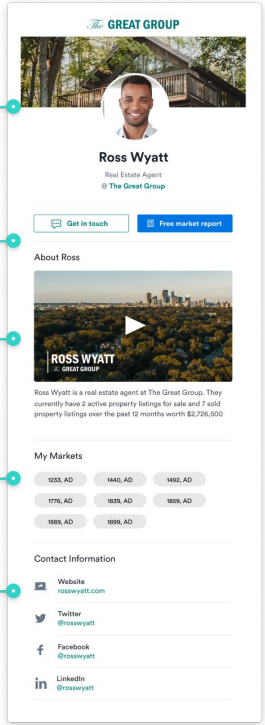
A Real Estate Agent just like you

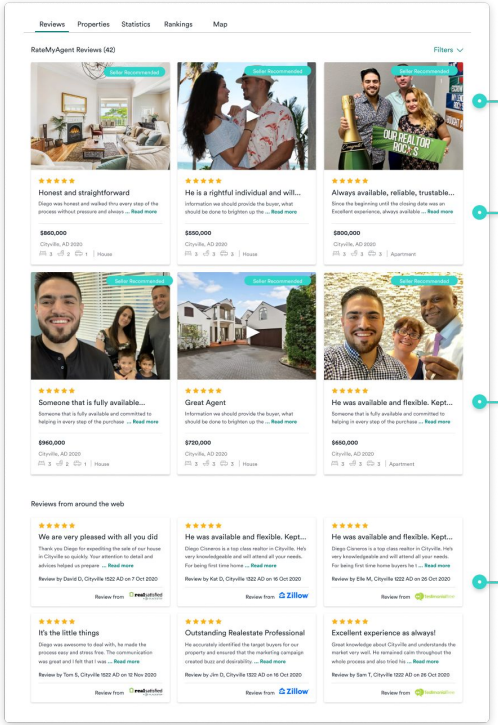
Customers can contact you directly

Add your bio and embed a video to make it yours

Add the locations of where you work and be found

Links to your social media and website




Sold-selfies and video reviews add that human touch and tell a compelling story

Real customers sharing what it's really like to work with you

Each review has a dedicated URL to boost your SEO and make sure you're found online.

Import your reviews from other platforms to create context and show your true history

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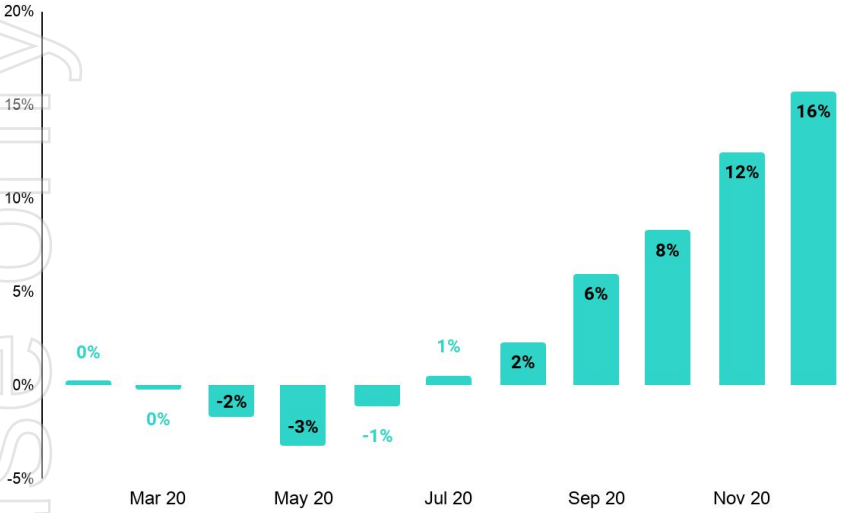
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# Financial Performance

# Limited COVID-19 impact

**Australian subscriptions compared to Jan 2020**




## Subscriptions:

- Australia: dropped initially, but recovered significantly.
- New Zealand: grew over the last 12 months.
- USA: Strong growth in agents on the platform and reviews.

Promoter revenues are significantly up as agents want a more prominent digital profile.

## Operations

- Business adapted rapidly to remote working and is responding well to a staged return to work.
- Discretionary costs down, particularly Marketing.

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# Improving cash flows and strong cash balance

- **Operating cash outflow** for the quarter was $1.52m, a year-on-year improvement of $1.02m (40%), primarily driven by increased receipts from:
  - Subscriptions, (mainly Australia), with a significant portion of new subscriptions prepaid annual;
  - Promoter revenues; and
  - Mortgage broking subscriptions
- Increase in operating cash outflows from the prior quarter is due to increased investment in product development and additional AU/NZ and US sales resources. New products and staff are expected to start generating revenue in 2H FY21.
- **Cash position:** Cash balance of $13.85m as of 31 December 2020.

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# End