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Bell Potter Decoded Presentation

28 APRIL 2021

Disclaimer

The business, assets and operations of RMA Global Ltd are subject to certain risk factors that have the potential to influence operating and financial performance in the future. These risks can impact on the value of an investment in RMA Global shares.

The RMA Board aims to manage these risks by carefully planning its activities and implementing mitigating risk control measures. Some risks are unforeseen and so the extent to which these risks can be effectively managed is somewhat limited. Each of these risks may either individually or in combination, affect the future operating and financial performance of the Company, its prospects, its investment returns and the value of the Shares.

In deciding whether to invest in RMA Global, prospective investors should also consider publicly available information on RMA Global and consult their technology, financial, tax and other professional advisers before making an investment decision.

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Company Overview - 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
- Agents use our data to build their digital profile to market themselves on ratemyagent.com or social media
- Vendors use our data to compare agents and find an agent or agency to sell their property
- Currently dominate in Australia and growing rapidly in the US and New Zealand

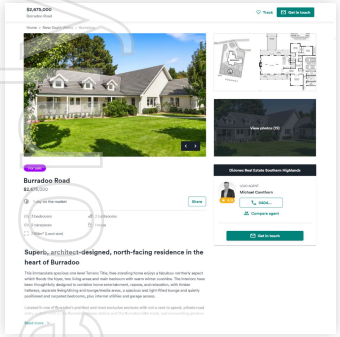


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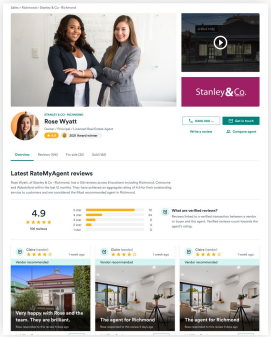
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A unique digital asset to help consumers select the best agents and for agents to market themselves

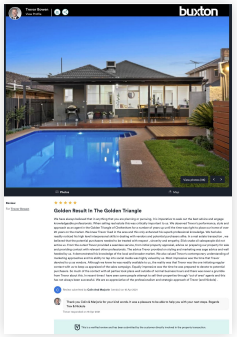
1 **Aggregate Property Listing & Sold Data**



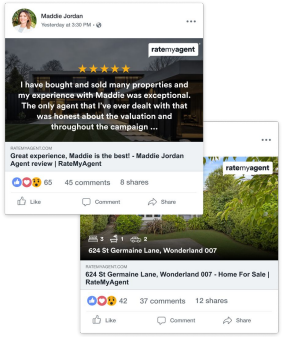
2 **Generate Agent Profiles**



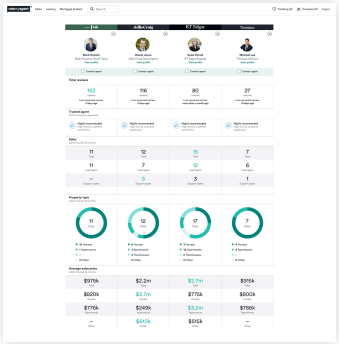
3 **Collect Reviews against Property**



4 **Share and Promote**



5 **Connect with Sellers & Buyers**



ANZ

- In AUS we have all the listings and over 80% of active agents on the platform and almost 1 million reviews.
- NZ strong agent uptake and review collection

USA

- Over 115,000 agents on the platform and 110,000 reviews
- Highly fragmented data landscape > we have ~circa 600,000 agents data connected to 2.3mill listings a year
- Unique, premium marketing proposition for agents in the US
- Targeting further integrations with large brokerages

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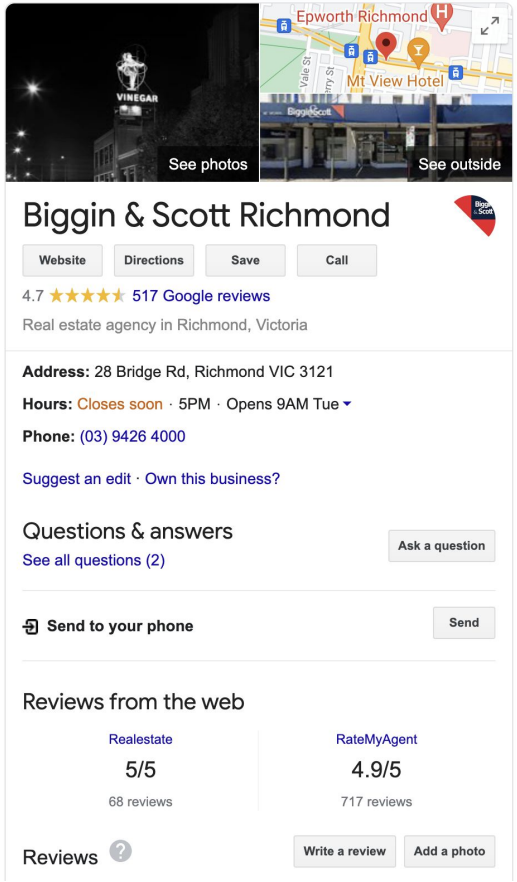
We offer comprehensive real estate transaction data and reviews, linked to the transaction

RateMyAgent's offering creates a unique platform for agents;

- Linking reviews to the property transaction delivers a unique marketing asset
- Huge depth in data aggregation of listings and statistics
- Over 1 million reviews collected in Australia
- Creating proprietary content and advertising options for agents
- Independent and pro agent +59 NPS score from agents
- Give agents choice and control on how to distribute and market their profile and reviews

Competitor View

- Reviews not linked to the transaction
- Limited flexibility and control over review content
- For others reviews largely a by-product
- Disaggregated and fragmented data



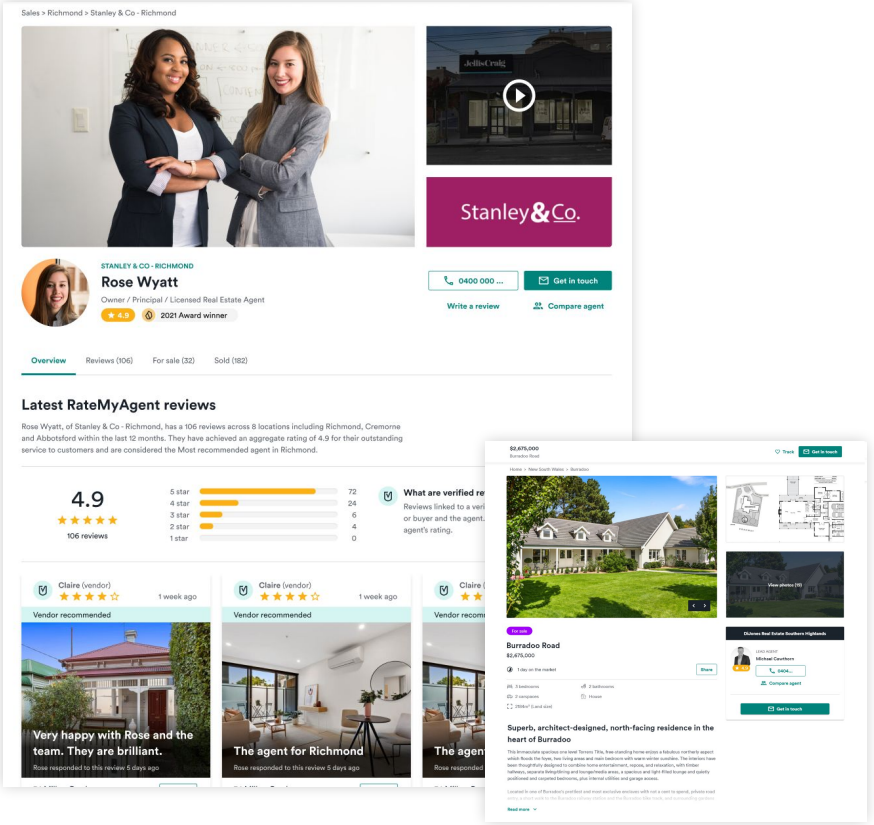
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The data assets we have give us many options to create even greater value for agents and consumers

Our databases enable us to create class leading products now and in the future;

- Class leading review response rates and unrivalled data
- Growing library of marketing assets to enable agents to create personalised digital ads
- Deep integrations with social media platforms and third party agent systems
- Integrations with Transaction Management Systems and large brokerages in the US



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We accelerated our platform development and investment through COVID

We saw COVID as an opportunity to grow the business;

- Staff engagement was at an all time high
- Stopped all feature development and tackled:
  - New product upgrades and performance hikes
  - Clean - vanilla tech stack enables rapid development
    - Launched Mortgage Broking as an adjacency
  - Enhanced capability to handle massive amounts of data
  - SEO performance on public site - accelerating growth in monthly users
  - New onboarding process in US saw a huge uptick in agents joining platform and getting reviews
  - Several new products now in the development pipeline and due to be released soon e.g;
    - Premium agent profiles
    - Next generation social media integrations



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Changes in our platform, accelerated by COVID resulted in several positive changes

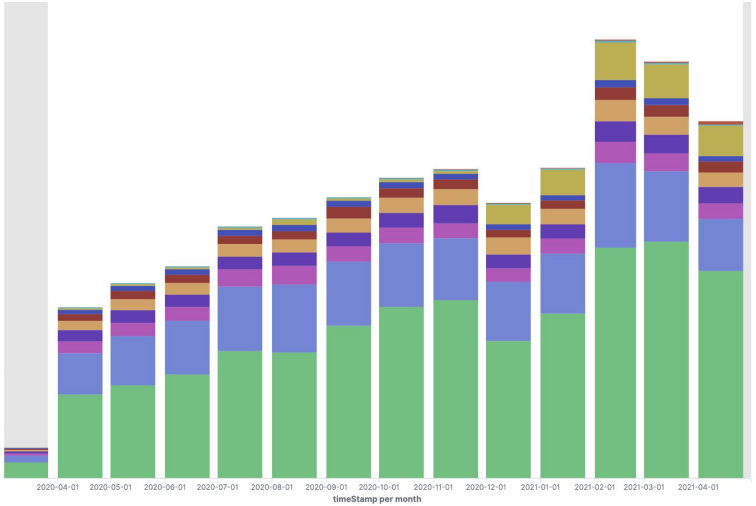
ANZ

- Over 178k reviews collected at 3Q FY21 YTD, up 25 % YoY
- Organic Site traffic up 152% YoY
- Record agents under a subscription in AU & NZ (>13,000)
- Big growth in Promoter: 3Q FY21 up 200% YoY

USA

- Agents on the platform grew 148% YoY
- Total reviews increased 363% YoY

Review Exposure Growth - AUS last 12 months

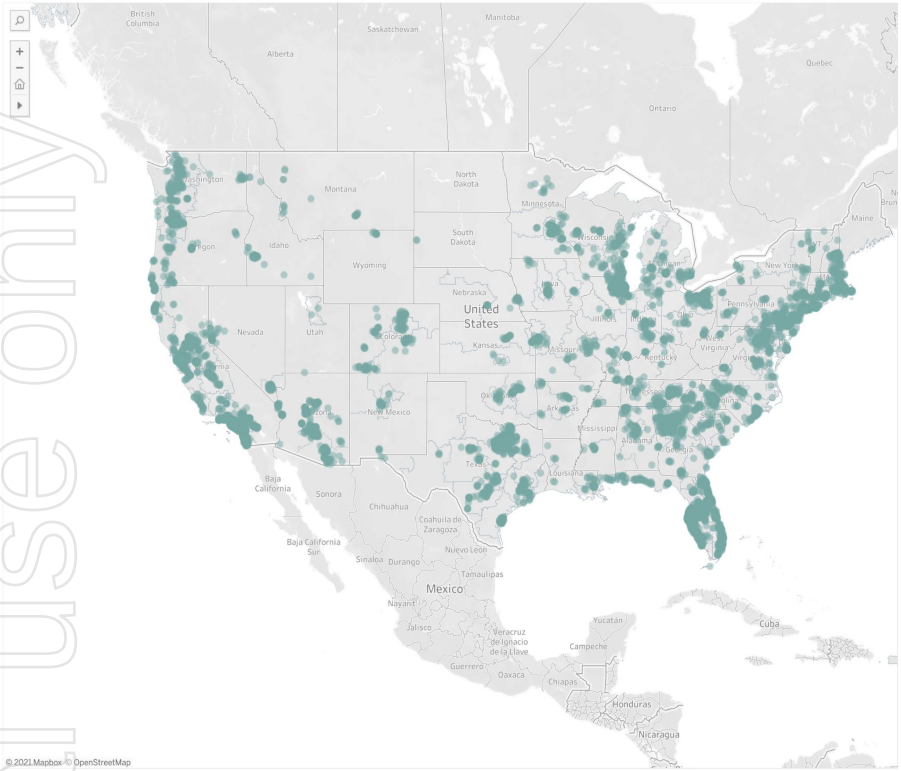


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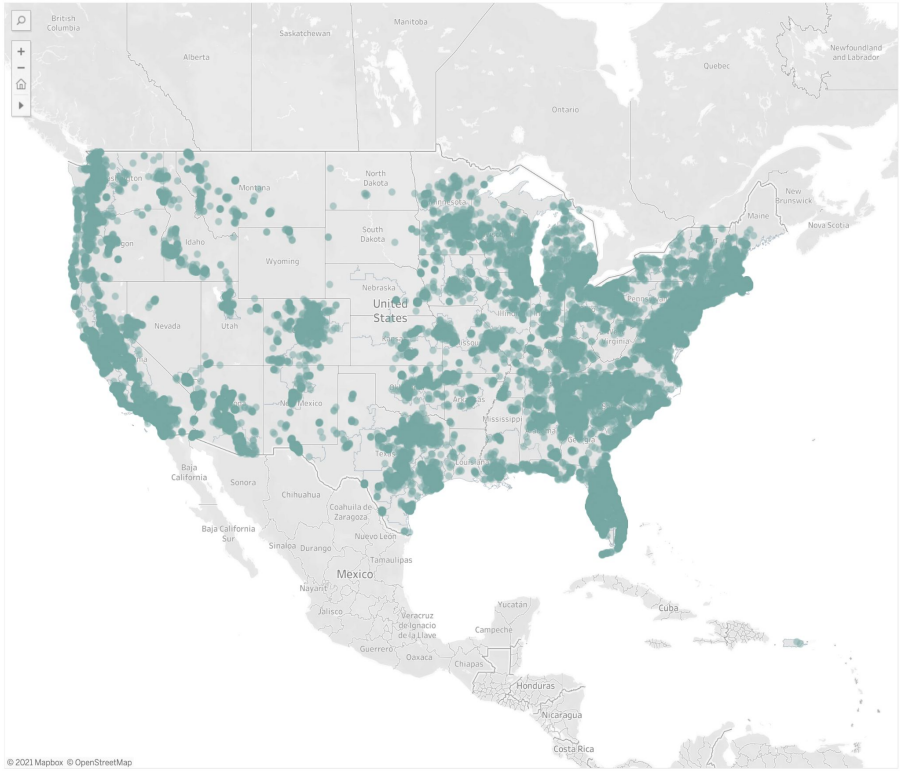
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Rapid growth in Reviews across the US and now in every State

March 2019



March 2021

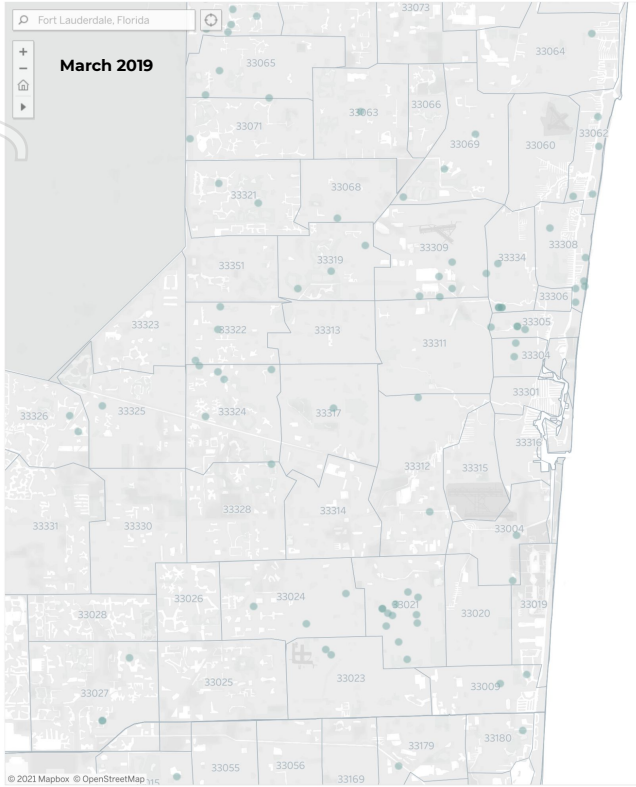


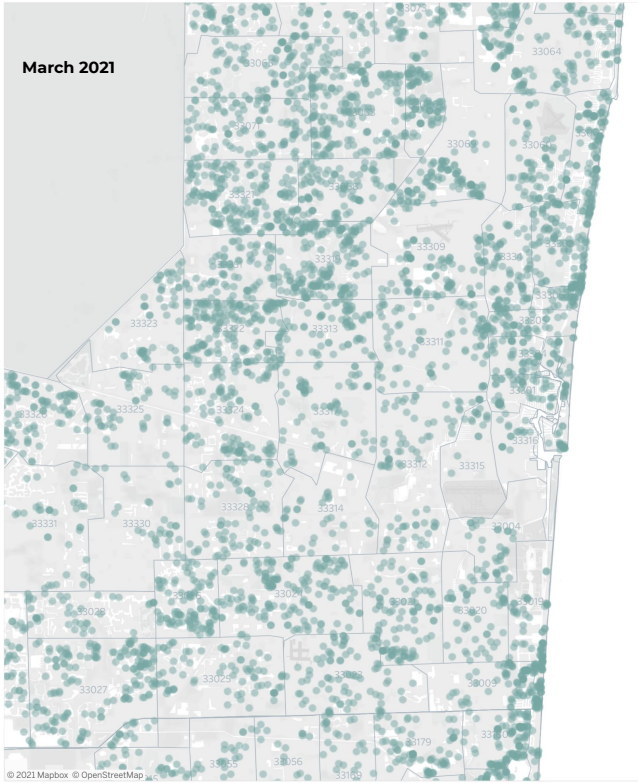
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Seeing even more rapid growth in areas of Florida where we have our highest level of data coverage

Example of RMA Review Saturation - Fort Lauderdale, Florida



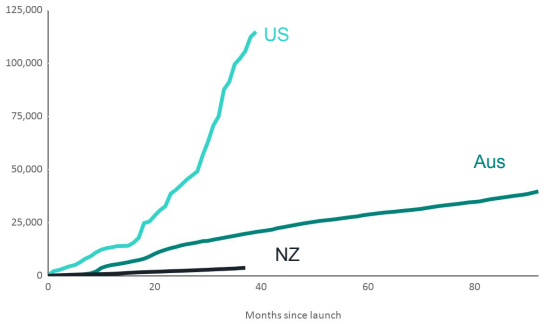


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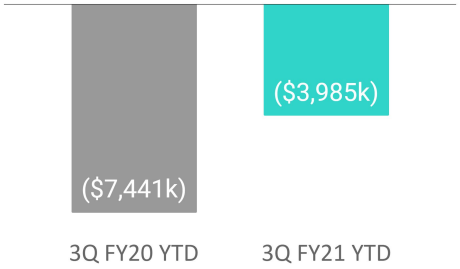
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Resulting in very strong growth in key business metrics

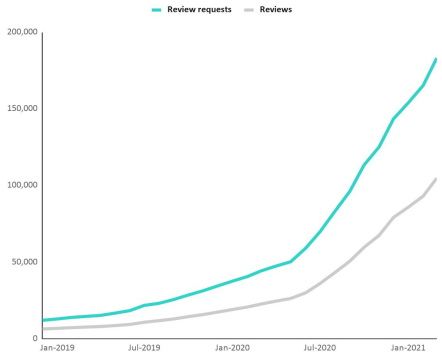
Total claims up 148% YoY in US



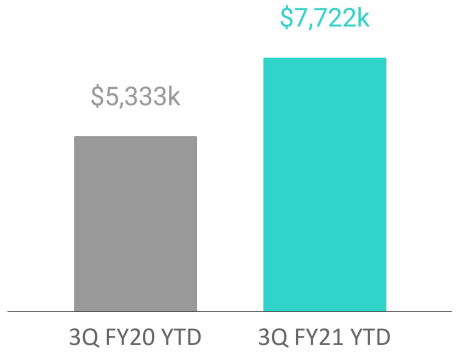
Cash flow improved 46% YoY



Total reviews up 363% YoY in US



YTD recurring revenue up 45%



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Future Outlook

ANZ

- Ongoing product development to add more value to subscriptions and underpin ongoing growth
- New Promoter products and creative options for agents to drive more campaigns
- Mortgage Broking review growth
- Focus on selling subscriptions to free agents on the platform (⅓ to ⅔)

US

CY21

- Partnerships and integrations with MLS' and large brokerages
- 200,000 agents on the platform
- 300,000 agent reviews

Medium-term

- Monetise the agent base

Financial

- Target to be cash flow positive (monthly basis) in FY22

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