

# ASX Announcement

23 June 2021

## US Update: Strong Growth in Agents, Reviews and Subscriptions

### Agents on the Platform

There are now over 122,000 agents on the US platform.

The target is to reach 200,000 agents on the platform by the end of the calendar year. We estimate < 300,000 US agents account for 80% of properties sold in the US.

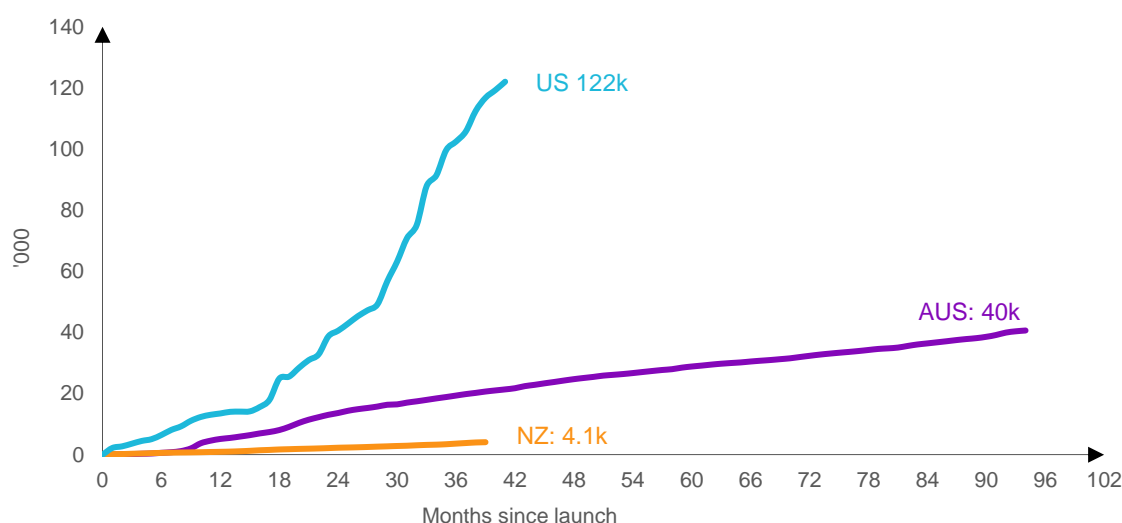
RateMyAgent has recently acquired further MLS feeds across key markets in the mid-Atlantic States and also signed partnership agreements with two major US real estate brokerages. These signings increased the database of connected agents to a total of circa 800,000 agents.

These direct relationships allow:

1. Direct access to more complete agent transaction data. We now have data for circa 60% of the most active agents in the US, facilitating more targeted membership campaigns;
2. Direct marketing support and promotion by the brokerages to agents.

Data integration for these new partnerships is in progress, with a number of product launches to agents planned for July.

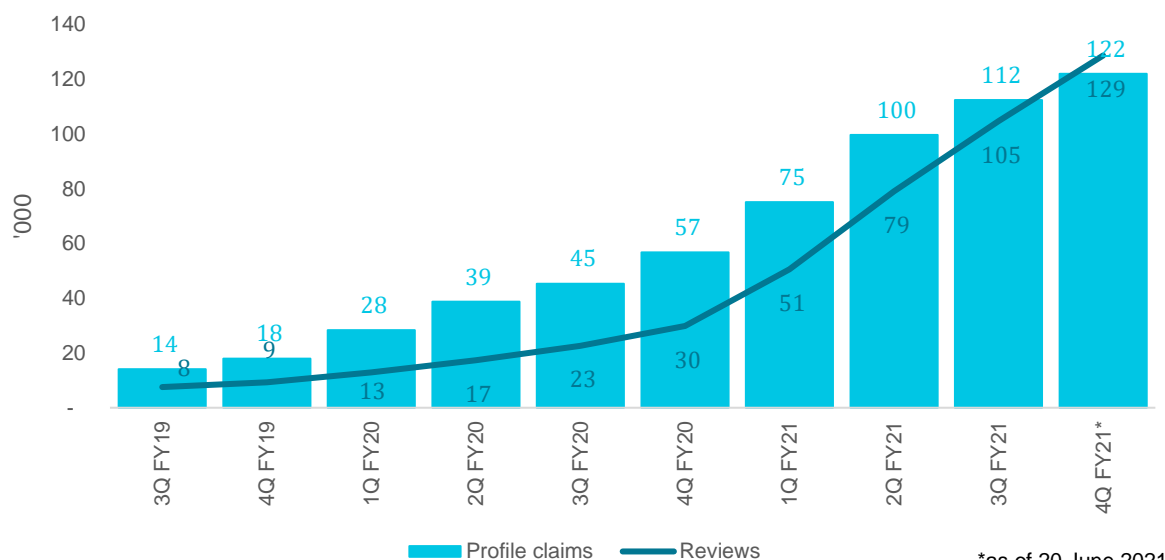
### Agents on the platform



## Reviews of Agent Performance

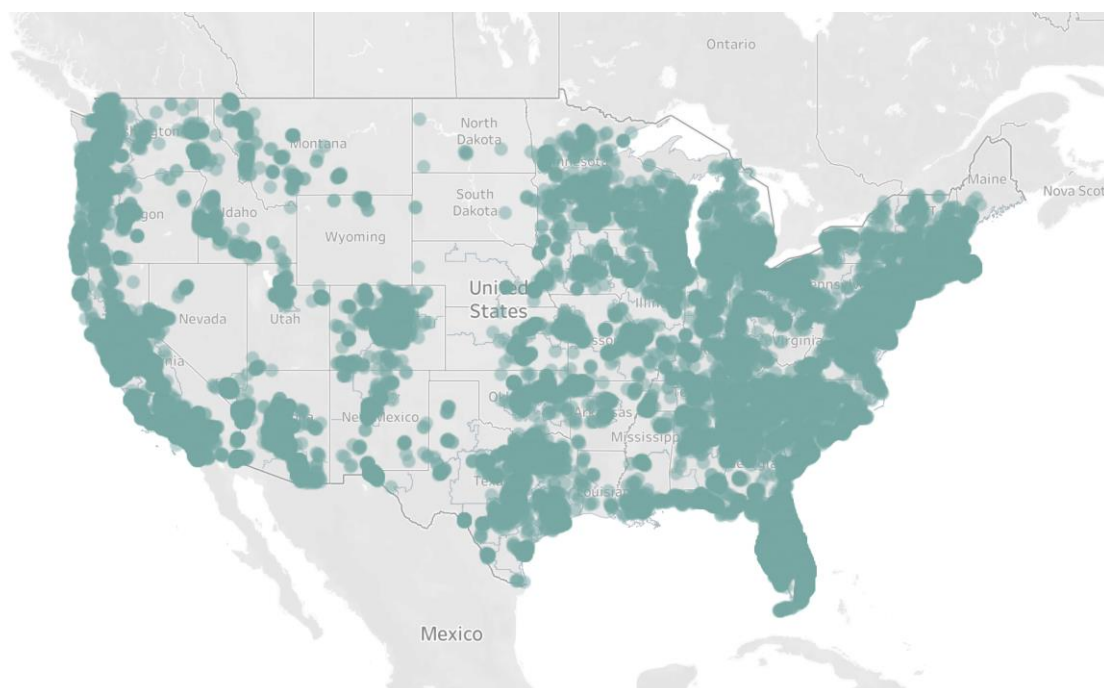
For the first time, the number of agent reviews is greater than the number of agents with 128,500 US reviews. Reviews are a good indicator of agent interaction with the platform and therefore their inclination to subscribe.

### USA - Agents vs reviews (cumulative)



\*as of 20 June 2021

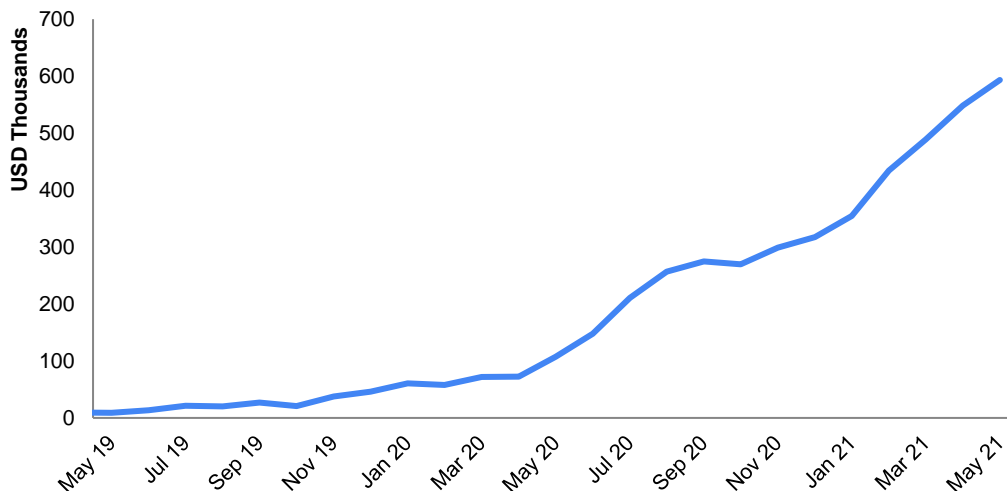
### Reviews in every State in the USA



## Revenue and Subscriptions

In 1H FY21, the Company started actively monetising our agent database, focusing on agent subscriptions. Sales are gaining traction with revenues doubling over the last 6 months. Growth rates are expected to increase in the coming months as the Company leverages off new MLS and brokerage partnerships.

### Annualised Revenue Run Rate - US



CEO Michael Davey said, "In our April release, I said that we anticipated an exciting pipeline of activity to come in the second half of the year. That is starting to arrive. The business has been consistently focused on getting more agents on the platform, helping them to gather reviews as smoothly and effortlessly as possible and demonstrating the value a subscription has to offer."

Chairman, David Williams said "For the remainder of CY2021, we are focused on growing agents on the platform to 200,000 and on significantly increasing the number of agent reviews. We are well on the way."

This announcement has been authorised by the Company Secretary, Mr. Scott Farndell.

### Further information:

Michael Davey  
**Chief Executive Officer**  
 Mobile +61 400 888 120  
[michael.davey@ratemyagent.com](mailto:michael.davey@ratemyagent.com)

David Williams  
**Chairman**  
 Mobile +61 414 383 593  
[dwilliams@kidder.com.au](mailto:dwilliams@kidder.com.au)

### **About RMA Global Limited**

RMA is an online digital marketing business providing extensive data on for-sale and sold residential property, sale results for individual residential real estate agents and agencies, as well as reviews of agent performance from vendors and buyers of residential real estate. This data can be used by agents to build their profile to market themselves, or by vendors to compare agents and find an agent or agency to sell their property. The product offering has recently expanded to include leased properties and to mortgage broking.

RMA currently operates in Australia, New Zealand and the USA.