

**rmaglobal**

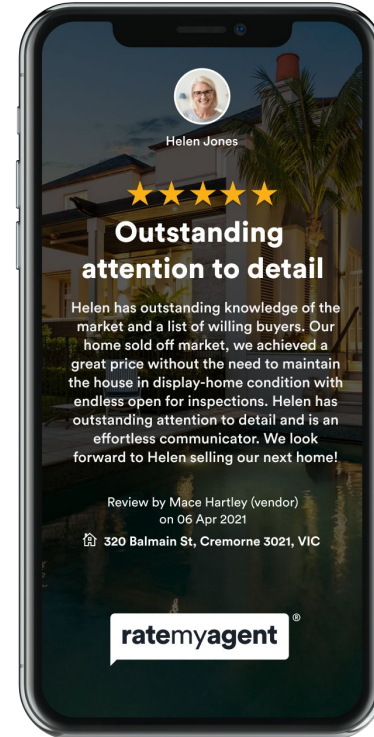
# Investor Presentation

August 2021

Internal use only

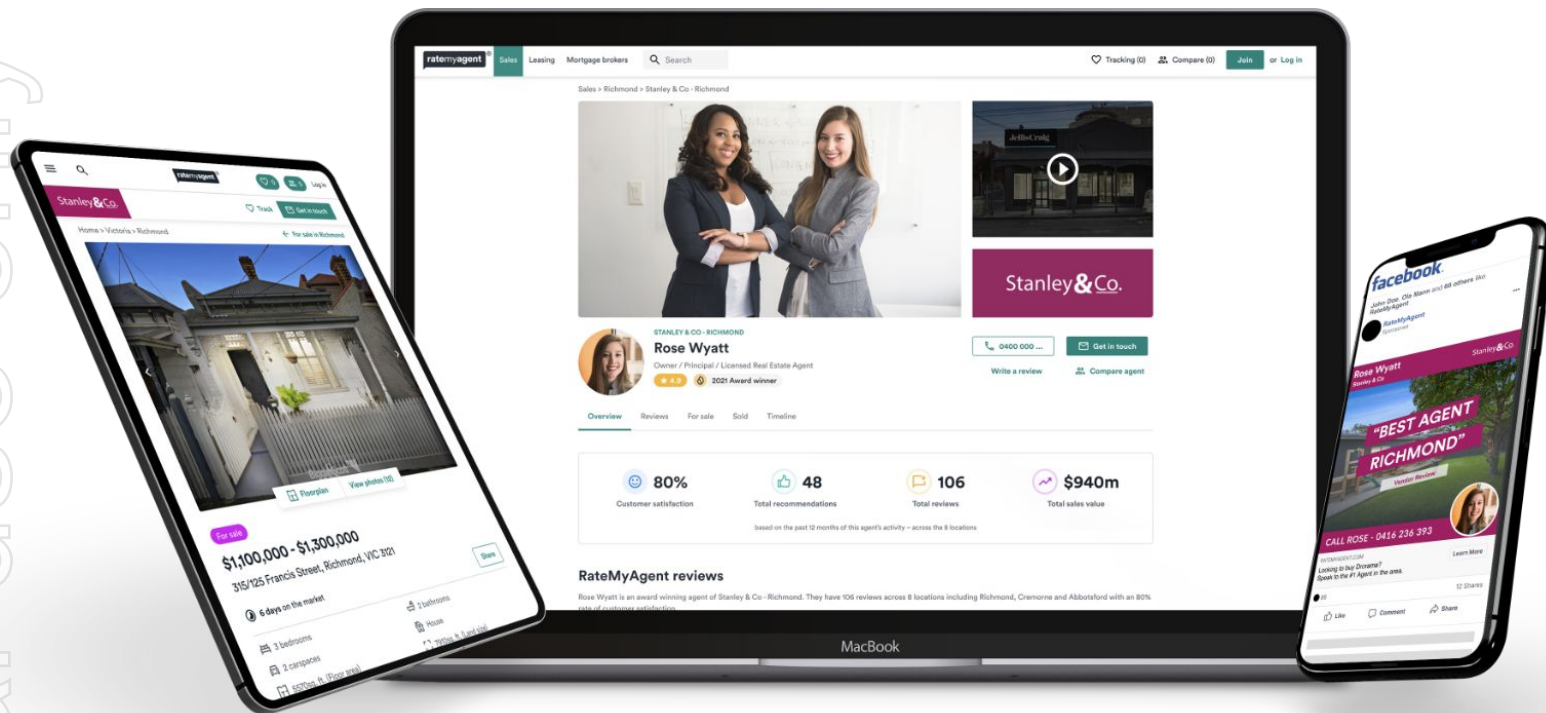
# Overview - RMA Global Limited (ASX:RMY)

- 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



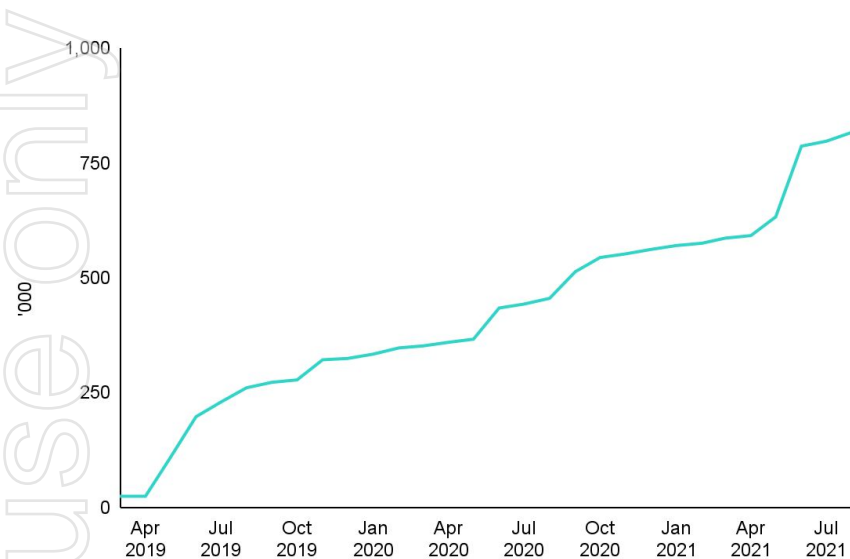
# Ongoing product investment driving agent exposure and trust

Upgraded profiles and new marketing tools enable agents to showcase and share their results on social media



# Data the key to long term success in the US

## Agent data via MLS and brokerage partnerships

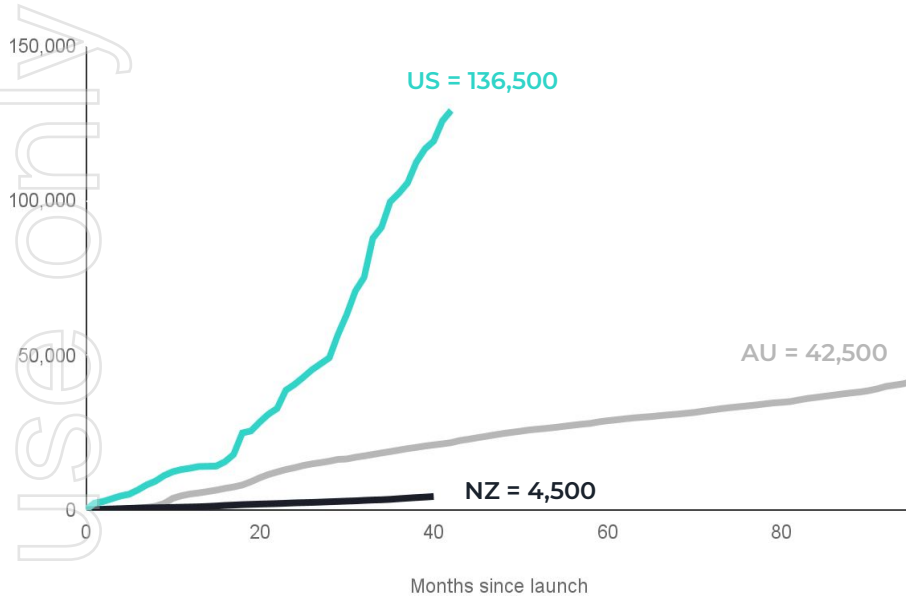


## Powering agents profiles with the best data

- Have over 820,000 clean agent data feeds.
  - MLS and large brokers (RE/MAX, etc.) unlock key networks and regions
  - 60% of Tier 1 agents
- Low cost acquisition funnel to drive agent acquisition and reviews

# Strong growth of agents on the platform in the US

## Agents on platform



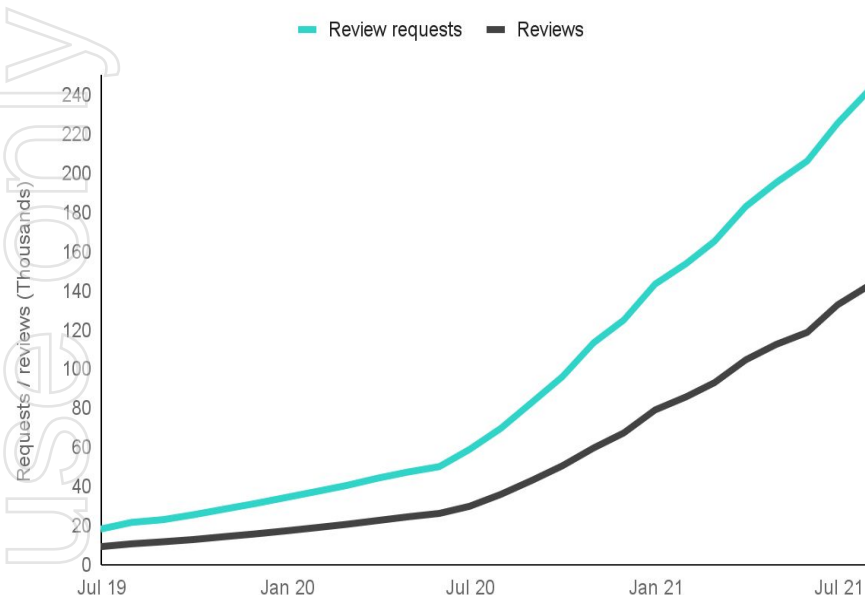
## Significant growth in agents on the platform;

- 122% YoY increase\*
- Through partnerships with major MLS and brokerages (RE/MAX & BHHS) we get close to agents and get more agents on the platform

\*cumulative reviews FY21 vs FY20

# US agents engaged and building digital footprint

## Cumulative reviews and review requests

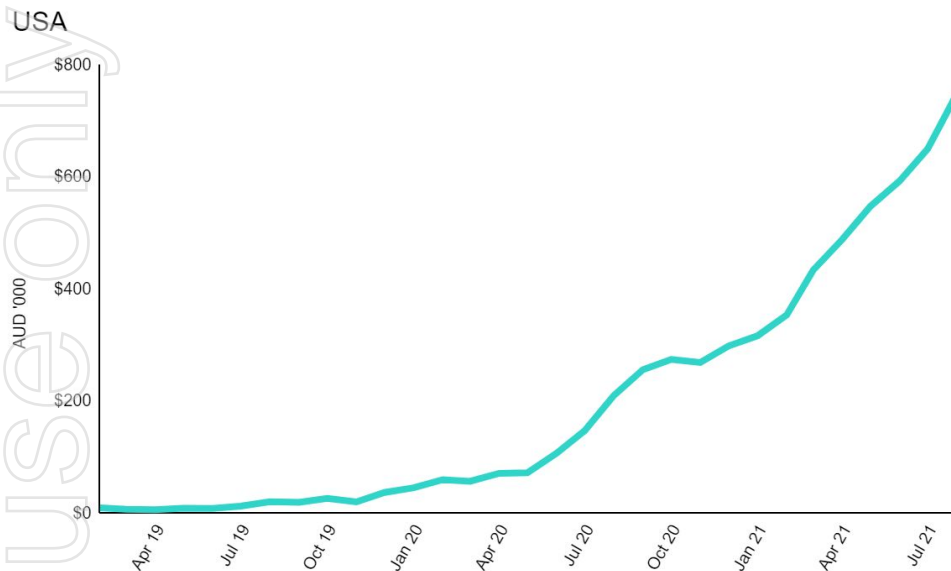


## Review growth strategy

- Aggregating reviews onto one profile to build a single snapshot of an agent's success - strong early success
- Focus on getting agents to 3+ reviews
- Review automation by integrating with major Transaction Management Systems
- Automation of 'point in time' email campaigns to drive review collection and aggregation
- Fresh branded designs for review content to encourage stickiness in paid digital marketing tools
- Launch of USA 2022 Awards in more regions drives competition and review collection

# US Revenues growing as reviews increase

## Annualised Revenue Run Rate - \$US

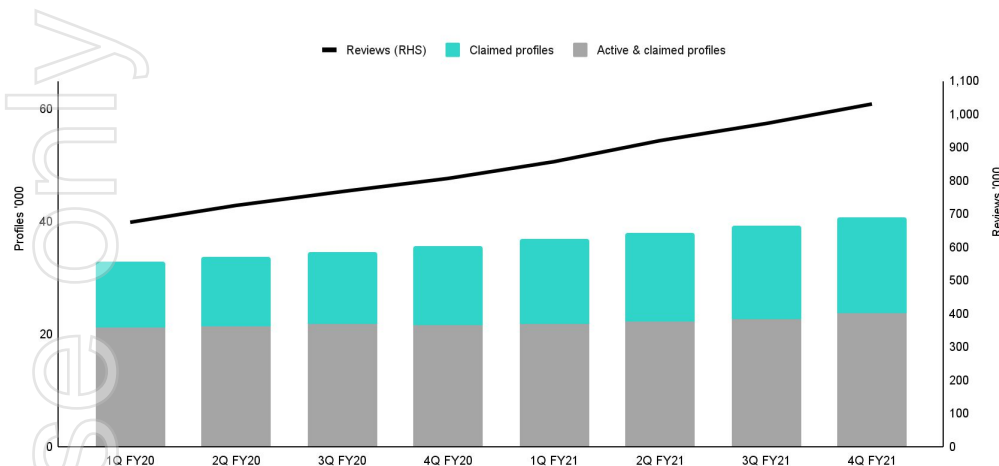


## Revenue growth

- As reviews increase agents are more likely to subscribe
- Product pipeline focussed on adding value to the paid subscriptions
- Promoter testing underway
- Targeting Teams and offices of agents

# Market leading position in Australia

## Agents on the platform and reviews

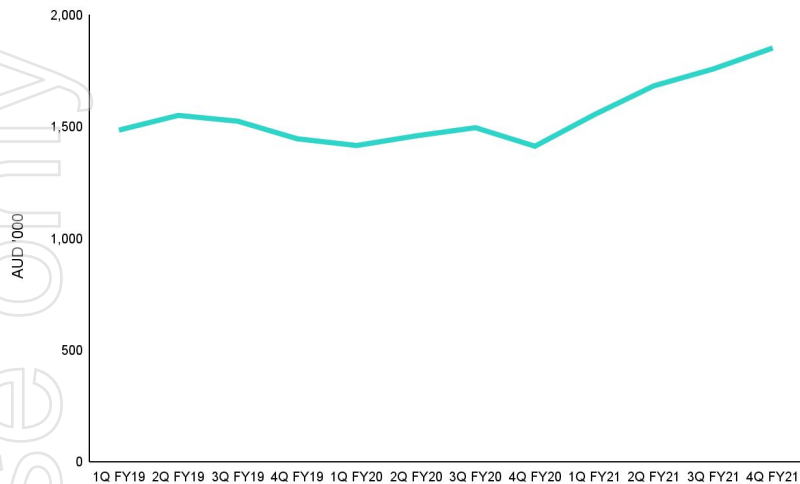


## Strong agent engagement

- 82% of properties sold in FY21 were sold by agents with an active RMA profile
- 52% of agents who sell >80% of all properties have a subscription.
- Biggest year of review generation - over 220,000 new reviews in FY21

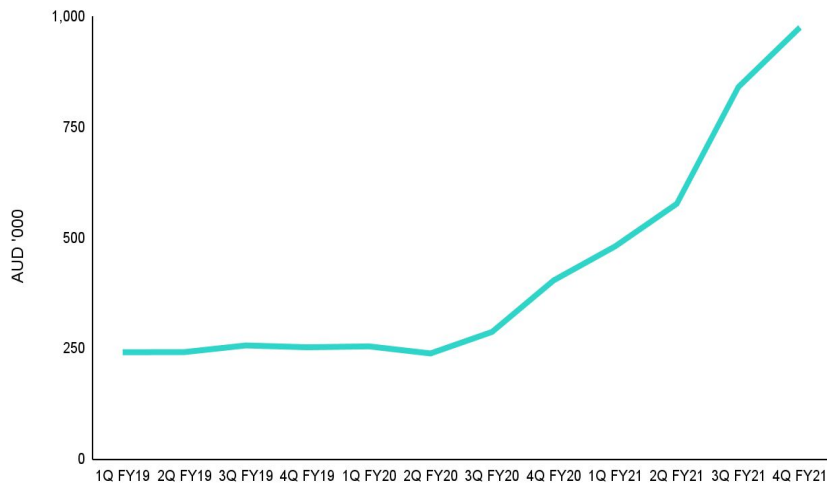
# Australian Subscribers all time high - Promoter growing quickly

## Subscription revenue



- Subscription revenue in FY21 up 22%.
- Promoter revenue continues to grow significantly. FY21 Promoter revenues up 154% YoY.
- Mortgage Broker revenue increasing

## Promoter revenue

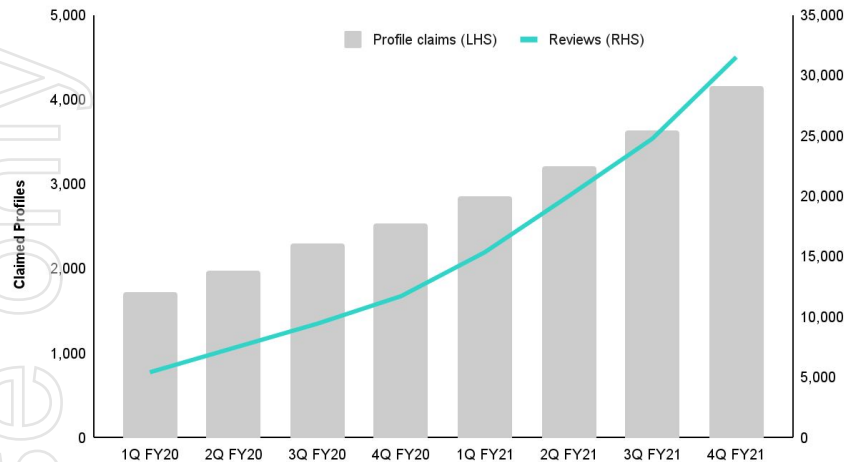


### Further growth through:

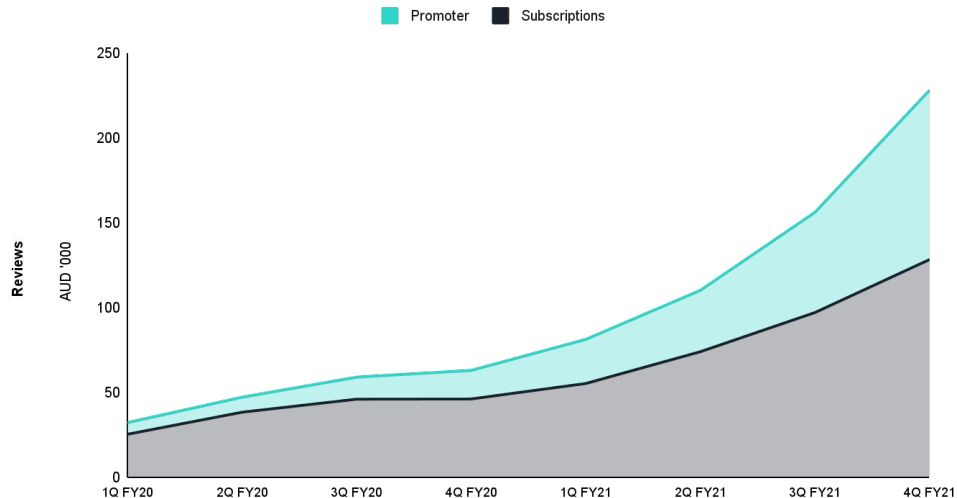
- Subscription product enhancements
- New Promoter products
- Mortgage Broking

# NZ: Agent Usage

## Claims and reviews



## Revenues by product



- Starting to see more and more agents in key regions getting on board
- Auckland growth particularly strong

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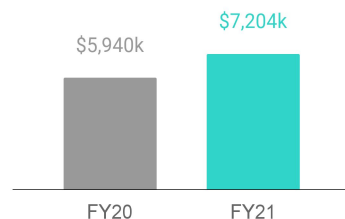
## **Key Financial Metrics**

# Key Financial Metrics

## ANZ

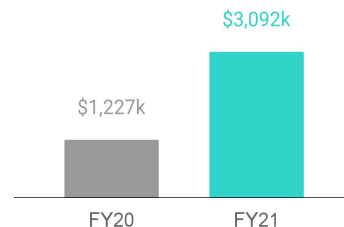
Agent subscription revenue\*

**Up 21%**



Promoter revenue\*

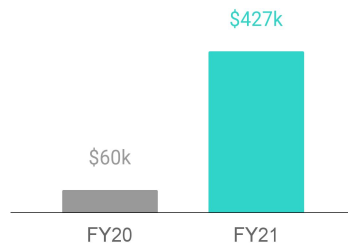
**Up 152%**



## US

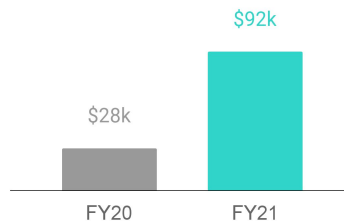
Agent subscription revenue\*

**Up 612%**



Promoter revenue\*

**Up 227%**

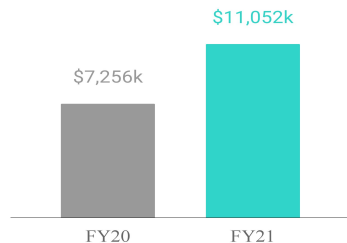


\*Revenues are in AUD

# Key Financial Metrics (continued)

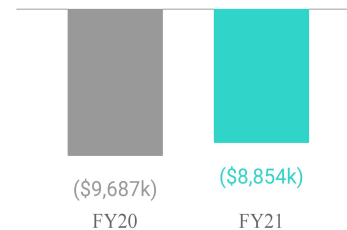
Total recurring revenue

**Up 52%**



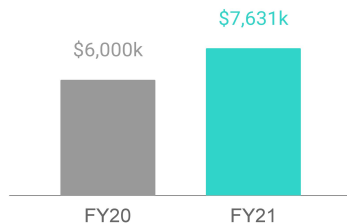
NPAT

**Up 9%**



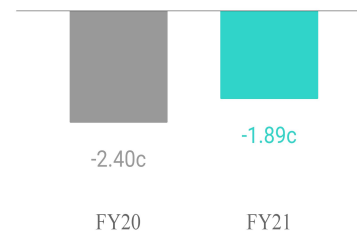
Total Agent subscription revenue

**Up 27%**



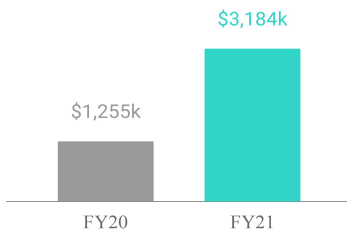
Net loss per share

**Down 21%**



Total Promoter revenue

**Up 154%**



# Strong fundamentals driving ARRR

## Group ARRR



## RMA took a major step forward in all operations in FY21:

### Highest levels of platform usage in all markets

- Every market saw strong review growth, reflecting uptick in revenues

### Strong balance sheet with good cash headroom

### FY22 Focus:

- Further monetising the user base in AU & NZ
- Drive US agents and reviews, focused on key MLS and brokerage networks
- Monetisation of US agents
- Cashflow positive on a monthly basis in FY22

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**END**