



**ASX Announcement**  
**16 November 2023**

**REA Group Ltd 2023 Annual General Meeting**

Please see attached the addresses and presentation to be delivered by REA Group's Chairman and CEO at this morning's Annual General Meeting.

**-ends-**

**For further information, please contact:**

**REA Group Ltd Investors:**

Alice Bennett  
Executive Manager Investor Relations  
P: +61 409 037 726  
E: [ir@rea-group.com](mailto:ir@rea-group.com)

**REA Group Ltd Media:**

Angus Urquhart  
General Manager Corporate Affairs  
M: + 61 437 518 713  
E: [angus.urquhart@rea-group.com](mailto:angus.urquhart@rea-group.com)

The release of this announcement was authorised by Tamara Kayser, Company Secretary.

**About REA Group Ltd** ([www.rea-group.com](http://www.rea-group.com)): REA Group Ltd ACN 068 349 066 (ASX:REA) ("REA Group") is a multinational digital advertising business specialising in property. REA Group operates Australia's leading residential and commercial property websites – [realestate.com.au](http://realestate.com.au) and [realcommercial.com.au](http://realcommercial.com.au) – as well as the leading website dedicated to share property, [Flatmates.com.au](http://Flatmates.com.au) and property research website, [property.com.au](http://property.com.au). REA Group owns Mortgage Choice Pty Ltd, an Australian mortgage broking franchise group, PropTrack Pty Ltd, a leading provider of property data services and Campaign Agent Pty Ltd, Australia's leading provider in vendor paid advertising and home preparation finance solutions for the Australian real estate market. In Australia, REA Group holds strategic investments in Simpology Pty Ltd, a leading provider of mortgage application and e-lodgement solutions for the broking and lending industries; Realtair Pty Ltd, a digital platform providing end-to-end technology solutions for the real estate transaction process, and Managed Platforms Pty Ltd, an emerging Property Management software platform. Internationally, REA Group holds a controlling interest in REA India Pte. Ltd. operator of established brands [Housing.com](http://Housing.com) and [PropTiger.com](http://PropTiger.com). REA Group also holds a significant minority shareholding in Move, Inc., operator of [realtor.com](http://realtor.com) in the US, and the PropertyGuru Group, operator of leading property sites in Malaysia, Singapore, Thailand and Vietnam.



**Hamish McLennan, Chairman's address**

Good morning. I'm Hamish McLennan, Chairman of REA Group Ltd. On behalf of the REA Group Board, I'm delighted to welcome you to our 2023 Annual General Meeting. Thank you for joining us today.

Before we commence, I would like to acknowledge the Traditional Owners of Country throughout Australia and recognise the continuing connection to lands, waters and communities. We pay our respect to Aboriginal and Torres Strait Islander cultures; and to Elders past, present and emerging.

There is a quorum present, and I declare the meeting open and the Notice of Meeting is taken as read.

I would now like to cover the meeting procedures that we will be using today.

**How to vote online**

Voting will be conducted by poll. For those shareholders and proxy holders who are participating with us at the physical AGM venue in Richmond and wish to vote, please make sure you have a paper voting card.

For those shareholders and proxy holders who are joining us online and wish to vote: if you haven't done so, you can vote online as shown on the slide now being displayed and as explained in further detail in the Online Meeting Guide that accompanied the Notice of Meeting. You can do so at any time during the meeting as the poll is now open for voting. Voting will close shortly after the end of the meeting.

**How to ask written or telephone questions**

If you wish to ask a question or make a comment, please raise your hand, and an REA team member will pass you a microphone, following a brief introduction.

To help with the smooth running of the meeting, we invite shareholder and proxy holders who are participating online to submit your questions and comments now. Further details on how to ask questions or make a comment online or via the phone line are contained in the Online Meeting Guide. You also have the opportunity to ask your question via the phone line that is available during the meeting.

If you encounter any technical issues with the platform at any time during the meeting, please contact the help line, on the number shown on the screen.

In the unlikely event that technical issues prevent the meeting from proceeding as planned, REA will make announcements via the ASX and our website.

As set out in the Notice of Meeting, only shareholders and proxy holders are entitled to vote on the resolutions, ask questions or make comments. I will allow a reasonable opportunity to address

questions and comments as each item of business is considered. Please ensure your question or comment is relevant to an item of business at this meeting, the management of the company or the auditor's report. Questions relating to customer, consumer or personal shareholder matters won't be put to the meeting. Please observe a two question limit per item of business and keep questions short and focused to ensure as many shareholders as possible have an opportunity to ask questions.

When taking questions and comments, I will first invite shareholders and proxy holders participating at the physical AGM venue to speak. We will then address any questions received through the online platform and phone. Where there are similar questions, we will aim to acknowledge those who have asked the question, but will provide a single response in order to streamline today's proceedings.

Questions or comments which do not relate to REA will not be acknowledged or addressed during the AGM.

### **REA Group Board of Directors**

Joining me in the room today are my fellow directors Richard Freudenstein, Michael Miller, Nick Dowling, Jennifer Lambert and Tracey Fellows and our CEO, Owen Wilson. Kelly Bayer Rosmarin is joining the meeting virtually as she is required to attend a public hearing in Canberra. Also in attendance is our CFO, Janelle Hopkins and Company Secretary Tamara Kayser.

Alison Parker, representing the Company's auditors, Ernst & Young is also here today to answer questions on the auditor's report and the conduct of the audit.

### **Agenda**

Turning to our agenda for today's meeting:

- Firstly, I will provide a brief overview of REA's FY23 highlights;
- Owen will then share an update on our FY23 operational performance and first quarter results for FY24;
- In accordance with the Notice of Meeting, we will then move into the formalities of the meeting.

### **Chairman's address**

REA Group delivered a resilient performance in the 2023 financial year amid challenging market conditions. The Group maintained a strong focus on its strategic priorities as it extended the core business, integrated strategic investments, and pursued opportunities to support future growth.

### **Resilient FY23 results delivered**

Results from our core operations<sup>1</sup> for the full year included revenue<sup>2</sup> growth of 1% to \$1.183 billion, a decrease in EBITDA<sup>3</sup> excluding associates of 3% to \$651 million, and a 9% decrease in net profit<sup>4</sup> to \$372 million.

This performance was delivered in an environment with a much lower listing volume in comparison to the very strong listings environment of FY22.

REA's strong cash balance and cash flows enabled us to continue to invest in our business, pay down debt and deliver healthy shareholder returns. The Board declared total dividends of \$1.58 per share for FY23. This represents a 3% increase in the Group's dividend payout ratio, demonstrating

the strength of our balance sheet and the confidence we have in our business. The Group's current share price is up 29% YoY.

### **Strong revenue earnings driving shareholder value**

The chart on this next slide demonstrates the significant growth in the Group's revenue and earnings over the last 18 years. Over time, REA has evolved from a digital start-up listings business to the property centric leading global digital business we are today. REA's strong performance has enabled the delivery of consistent and significant returns for shareholders. The Group's share price has increased from \$1.44 back in 2005 to trading at more than \$150 today.

### **Growth opportunities delivering value across strong global footprint**

REA Group has a strong global footprint and is well positioned for growth in Australia and in our international markets. Our leading brands have exposure to some of the world's fastest growing and largest property markets. During the year, our focused delivery of our strategic priorities continued to enhance our growth platform.

In our Australian business, our brands support our customers and consumers throughout the full property lifecycle.

Home financing is a pivotal part of the property journey. In the third quarter we were pleased to complete the integration of our Financial Services business, unified under the Mortgage Choice brand. This business has a strong and growing network of loyal brokers and while the mortgage market remains tough, our investment in brand and product innovation positions the business well for future growth.

Supporting the value we deliver to customers, in early July we moved to 100% ownership of CampaignAgent. This followed our initial acquisition of 27% of the business in 2021. CampaignAgent is a leading fintech company specialising in property vendor funding solutions. This acquisition strengthens our commitment to helping agents and prospective vendors seamlessly do business.

Globally, the Group increased its shareholding in REA India from 73.3% to 78%. There is significant momentum behind REA India, and we are excited about the opportunities ahead.

In closing, I would like to thank my fellow Board members for their dedication to REA's continued success and our valued shareholders for your ongoing support. The business faced tough market conditions in FY23 and the Board, Executive Leadership Team and our people rose to the challenge driven by a clear purpose and strategy.

As we continue into FY24, REA is strongly positioned with an exciting growth platform and significant opportunities here in Australia, and globally.

I will now invite Owen to talk to our operational performance and provide an update on our Q1 results for FY24.

### **Owen Wilson, CEO's address**

Thank you Hamish, and good morning everyone.

REA Group's resilient performance in FY23 demonstrated the strength of our business model and the depth of our value proposition.

As Australians adapted to the most significant cycle of rate increases in decades, we continued to deliver exceptional consumer experiences and superior customer value.

I'm incredibly proud of our team's performance in FY23. Despite the softer market conditions, we made great progress on our strategic priorities with a focus on innovation and investment that will drive continued growth for our business.

### **Clear focus on strategic priorities**

REA's strategy remains consistent and clear. Our purpose is to *change the way the world experiences property*.

We do this by delivering Australia's largest and most engaged consumer audience<sup>5</sup>; providing our customers with superior value; and leveraging our unique data and insights to extend our core business as we build next generation marketplaces.

We have continued to invest in our product pipeline and pursue opportunities that will support future growth in Australia and globally.

On the right side of this slide, you can see our strategic priorities. I will share FY23 highlights from each of these priorities throughout the remainder of the presentation.

### **Australia's #1 address in property in every market**

realestate.com.au is the number one address in property across the country<sup>6</sup>. Our audience leadership position provides REA with the most comprehensive view of the Australian property market and helps underpin our powerful data-led solutions, products and experiences.

In FY23 an average of 12.1 million Australians visited realestate.com.au every month<sup>7</sup>, with over half of these people using our platform exclusively<sup>8</sup>. The loyalty of our audience and the value in our personalised experiences, has seen our daily audience grow at a rate of 3.6 times faster than our nearest competitor over the last three years<sup>9</sup>.

All FY23 audience metrics on this slide were measured under the Nielsen methodology. For FY24 the Australian digital industry is moving to a new methodology using Ipsos iris. While our audience leadership continues, audience numbers across the two different methodologies cannot be compared.

### **Leveraging technology and data to deliver unique consumer experiences and quality customer leads**

Turning to highlights for our consumers and customers.

Our consumer strategy is centred on converting our unrivalled audience into realestate.com.au members. We know members are 3 times more likely to perform high value actions that result in valuable leads for our customers<sup>10</sup>. We accelerated this strategy during the year, increasing our active membership base by 18% year-on-year<sup>11</sup>.

Engaging owners is fundamental to driving quality seller leads. The ability to track the estimated value of a property on realestate.com.au is key to the owner experience and is powered by PropTrack's Automated Valuation Model (AVM).

Supported by an extensive marketing campaign, in February we launched our enhanced valuations experience, realEstimate. This experience has helped accelerate our property owner tracks and saw us surpass the milestone of 1 in 4 Australian properties being tracked by their owner on our platform<sup>12</sup>.

Our customers continued to prioritise REA's premium products and services and the strong uptake of Premiere+ underpinned residential revenue in FY23. New Premiere+ value inclusions, such as Listing Optimisation, helped drive this healthy uptake.

Following challenging conditions, we were pleased to see buyer enquiries return to year-on-year growth in late FY23. We delivered an average of 2 million monthly buyer enquiries to our customers throughout the year<sup>13</sup>.

### **Next generation marketplaces**

Building next generation marketplaces is key to our strategy.

We have progressed our goal of creating Australia's number one property data, valuations and insights provider. PropTrack's AVM achieved world-benchmark standards in terms of valuation accuracy during the year<sup>14</sup>.

Leveraging our deep understanding of the property market, PropTrack is also developing a suite of propensity models to help agents, lenders and brokers improve how they engage and retain customers. These models represent significant opportunities to deliver high value leads for customers across our businesses.

As Hamish mentioned, we were pleased to complete the integration of our Financial Services business during the year. The Mortgage Choice network expanded to 1,066 brokers by year end<sup>15</sup>. In June, in partnership with Athena Home Loans, we were delighted to launch a suite of home loan products designed to help Australians pay off their mortgages faster.

As a digital business, innovation is at the heart of REA. In FY23, we progressed our goal of building Australia's most comprehensive property research site. Property.com.au added more than 35 new features and achieved strong organic engagement growth with a 72% increase in time spent on site<sup>16</sup>. In June this year we launched our new Property Coach service which is designed to build consumer confidence and drive more qualified leads to our customers and mortgage brokers. In a major milestone, Property.com.au recently became Australia's number three residential property site by audience<sup>17</sup>.

### **REA India – the #1 property portal in India**

REA's global footprint provides us with exposure to some of the world's largest and fastest growing property markets.

For personal use only

REA India delivered an impressive result in FY23 with exceptional revenue growth of 46% primarily driven by the core Housing.com business. Housing.com continued its audience leadership with 1.3 times more visits to the platform compared to the nearest competitor<sup>18</sup> and in June, Housing.com achieved a record 21.2 million visits<sup>19</sup>.

India's economy continues to grow rapidly, and the property market is strong. We continued to expand our marketplace including new offerings in the Housing Edge platform such as Pay on Credit and Rent Protect insurance.

### **Global reach in world's largest property markets**

In Southeast Asia, REA has a 17.3% interest in the region's leading proptech company, PropertyGuru Group. The business holds the leadership position in Singapore, Malaysia, Vietnam and Thailand<sup>20</sup> and has an excellent platform for continued future growth.

In North America, REA holds a 20% interest in Move, Inc, which operates realtor.com. Performance was impacted by challenging market conditions, however, the opportunity in the US is large. To demonstrate the size of the US market, realtor.com had an average of 74 million unique users during Q4<sup>21</sup>. Move also welcomed new CEO, Damian Eales in June. Damian worked closely with REA during his time at News Corp Australia and he is already having a positive impact on the business.

### **Committed to a sustainable future**

An important focus within our strategic agenda is our commitment to a sustainable future and business practices. We achieved numerous key milestones across our Environmental, Social and Governance goals throughout the year.

We announced our target of net zero emissions by 2050 across scopes 1, 2 and 3 and were pleased to receive certification of our carbon neutral status through Climate Active for the third consecutive year.

We were delighted to submit our first Reconciliation Action Plan in June and look forward to continuing our RAP journey.

Our focus on making REA a great and inclusive place to work was recognised with REA Group placing fifth on the Great Place to Work Australia's Best Workplaces list, and REA India ranked third on the India list. Just last week, we were also recognised as one of Australia's Best Workplaces for Women.

Data privacy and cyber security remains a top priority and in FY23 we established an Enterprise Privacy Program along with a Generative AI Forum which is designed to unlock the potential of this technology at REA in a safe and responsible way.

We were pleased to maintain our MSCI AA rating, and to be included in the Dow Jones Sustainability Index for Australia and Asia for the first time.

### **Q1 FY24 financial results**

Moving to our results for the first quarter of FY24.

Group financial highlights from core operations<sup>1</sup> for the three months ended 30 September 2023 include:

- revenue<sup>2</sup> of \$341 million, an increase of 12%; and
- EBITDA<sup>3</sup>, excluding associates, was \$198 million, an increase of 13%.

Our strong performance demonstrates the value of our premium products and the strengthening Australian property market. REA India also continued its rapid growth with 25% growth in revenue and 16% growth in audience<sup>22</sup>.

Group core operating costs increased 10%, driven by higher employee, technology and marketing costs.

### **Current Trading**

Touching briefly on current trading.

The Australian residential property market is healthy. Sydney and Melbourne experienced stronger than typical conditions during winter and this has continued into spring. Strong demand, underpinned by near record employment and high levels of immigration, has given sellers confidence to bring their properties to market and this demand has continued in October where we have seen a record 200 million views of properties in the buy section on realestate.com.au<sup>23</sup>.

The stabilisation of interest rates for several months, which ended with the recent rate rise, played a key role in building market confidence. The latest increase and any further increase in rates from current levels could have a negative impact on sentiment.

National residential listings in October were up 16% year-on-year reflecting the weak prior period listing volumes. To put this in perspective, October listings were 1% above the six-year average for October.

### **REA Group Executive Leadership Team**

I would like to acknowledge and thank the Group's Executive Leadership Team for their support and outstanding efforts in FY23. Our strong leadership team is integral to our leading workplace culture, and they successfully motivate their teams to continually deliver for our customers and consumers.

I would like to sincerely thank our former Chief Technology Officer, Chris Venter for his contribution to REA. Chris had a severe accident in August 2022 and has left REA to focus on his rehabilitation. Our thoughts and best wishes are with him during his recovery.

Last month, we were pleased to welcome Steve Maidment as the Group's new Chief Technology Officer. Steve is an accomplished leader who brings more than 25 years' experience in technology and digital roles.

I would also like to thank our former Chief People and Sustainability Officer, Mary Lemonis, who left the business in October. My thanks also to our Board of Directors for your ongoing counsel and support.

Finally, I would like to extend my sincere appreciation to REA's people for their outstanding contribution. I am continually impressed with their commitment, drive and values-led approach.



After a strong first quarter result, we remain focussed on delivering further value to our customers and consumers. We have an excellent platform for growth for the remainder of FY24 and beyond.

I will now hand back to Hamish to continue with the formalities.

Thank you.

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<sup>1</sup> Financial results/highlights from core operations exclude significant non-recurring items such as restructuring costs and integration costs. The prior year comparative also excludes net gain on divestment activities.

<sup>2</sup> Revenue is defined as revenue from property and online advertising and revenue from Financial Services less expenses from franchisee commissions.

<sup>3</sup> Earnings before Interest, Tax, Depreciation and Amortisation excluding contribution from associates.

<sup>4</sup> Net profit attributable to owners of the parent. Non-controlling interests held 22.0% of shares in REA India Pte. Ltd. (formerly known as Elara Technologies Pte. Ltd.) and 43.8% of NOVII Pty Ltd as at 30 June 2023. The Group held a 73.3% shareholding in REA India as at 30 June 2022. The shareholding increased to 75.0% in December 2022 and to 78.0% in June 2023 (all shareholdings are on an undiluted basis).

<sup>5</sup> Nielsen Digital Content Ratings (Monthly Tagged), Jul 22 – Jul 23 (average), P2+, Digital (C/M), text, realestate.com.au vs. Domain, Unique Audience.

<sup>6</sup> Nielsen Digital Content Planning, Jul 2022 – May 2023 (average), P2+, Digital C/M, text, NSW, Vic, Qld, SA, WA, Tas, ACT, NT, Real Estate/Apartments, subcategory, Unique Audience.

<sup>7</sup> Nielsen Digital Content Ratings (Monthly Tagged), Jul 22 – Jun 23 (average), P2+, Digital (C/M), text, realestate.com.au, Unique Audience.

<sup>8</sup> Nielsen Digital Content Planning, Jul 22 – May 23 (average), P2+, Digital C/M, text, Exclusive Reach, realestate.com.au and Domain.

<sup>9</sup> Nielsen Digital Content Ratings (Daily), 1 Jan 23 – 30 Jun 23 (daily average) and 1 Jan 20 – 30 Jun 20 (daily average), P2+, Digital (C/M) Text, realestate.com.au, Domain. Unique Audience.

<sup>10</sup> REA internal data Jul 22 – Jun 23.

<sup>11</sup> REA internal data Jul 22 – Jun 23 vs. Jul 21 – Jun 22.

<sup>12</sup> REA internal data, Jul 23.

<sup>13</sup> Adobe Analytics, internal data, Jul 22 – Jun 23 (average).

<sup>14</sup> AVMetrics top-tier 14 AVMs can estimate the value of a home (in a blind purchase transaction) within 10% about 80% to 90% of the time.

<sup>15</sup> REA internal data, Jun 23.

<sup>16</sup> Nielsen Digital Content Ratings (Monthly Tagged), Jul 22 – Jun 23 (average) vs Jul 21 – Jun 22 (average), P2+, Digital (C/M), text, property.com.au, Time Spent.

<sup>17</sup> Ipsos iris Online Audience Measurement Service, Sep 2023, Age 14+, PC/laptop/smartphone/tablet, Text only, Brand Group, Residential Property Search category, Audience (000s)

<sup>18</sup> Similarweb, average site visits Jul 22 – Jun 23 vs. nearest competitor – excludes app.

<sup>19</sup> Similarweb, average site visits Jun 23 – excludes app.

<sup>20</sup> SimilarWeb data, average Oct 22 – Mar 23. Engagement Market Share defined as time spent on PropertyGuru website multiplied by the number of visits relative to comparable websites.

<sup>21</sup> Move.Inc, internal data Apr 23 – June 23.

<sup>22</sup> Similarweb, average site visits Jul 23 – Sep 23 vs. Jul 22 – Sep 22 – excludes app.

<sup>23</sup> Adobe Analytics, internal data, October 23.

REA Group Ltd

# Annual General Meeting

16 November 2023

10.00am (AEDT)



# Introduction



Hamish McLennan  
Chairman



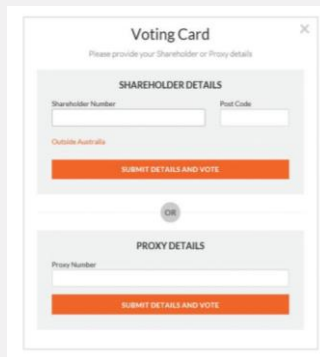
# How to vote online

1

Click on **Get a Voting Card** on the top or bottom of your screen.

2

Enter your Shareholder Number and Post Code or Proxy Number and click **Submit Details And Vote.**



The screenshot shows a 'Voting Card' form with a close button (X) in the top right corner. Below the title, it says 'Please provide your Shareholder or Proxy details'. The form is divided into two sections: 'SHAREHOLDER DETAILS' and 'PROXY DETAILS', separated by an 'OR' button. The 'SHAREHOLDER DETAILS' section has input fields for 'Shareholder Number' and 'Post Code', with a link 'Outside Australia' below the 'Shareholder Number' field. The 'PROXY DETAILS' section has an input field for 'Proxy Number'. Both sections have an orange 'SUBMIT DETAILS AND VOTE' button at the bottom.

3

Fill out your voting card for each item of business and click **Submit Partial Vote** or **Submit Vote.**

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If you experience any technical difficulties, please call the help line on **1800 990 363**

# How to ask written or telephone questions

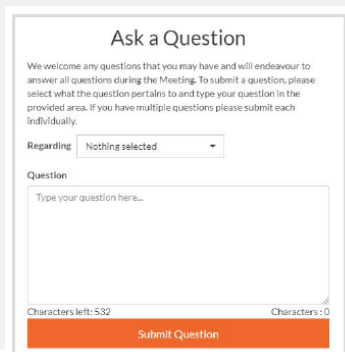
1

Online: Click on **Ask a Question** on the top or bottom of your screen.

Telephone: Press **\*1** on your keypad should you wish to ask a question.

2

Online: Select the relevant topic from the drop-down menu and type your question in the space provided. When ready, click on **Submit Question.**



The screenshot shows a web form titled "Ask a Question". It includes a welcome message, a "Regarding:" dropdown menu currently set to "Nothing selected", a "Question:" text area with the placeholder "Type your question here...", and character counts at the bottom: "Characters left: 532" and "Characters: 0". An orange "Submit Question" button is at the bottom right.

2

Telephone<sup>1</sup>: Please advise the moderator if your question relates to an Item of Business or General Business.

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If you experience any technical difficulties, please call the help line on **1800 990 363**

(1) Available to shareholders (or their proxy, attorney or corporate representative) who requested a telephone pin.

# REA Group Board of Directors



**Hamish McLennan**  
Chairman  
Non-executive Director



**Owen Wilson**  
Chief Executive Officer  
Executive Director



**Kelly Bayer Rosmarin**  
Independent  
Non-executive Director



**Nick Dowling**  
Independent  
Non-executive Director



**Tracey Fellows**  
Non-executive Director



**Richard Freudenstein**  
Non-executive Director



**Michael Miller**  
Non-executive Director



**Jennifer Lambert**  
Independent  
Non-executive Director



# Agenda

1. Chairman's address
2. CEO's address
3. Items of business
4. Q&A session



# Chairman's Address



Hamish McLennan  
Chairman





# Resilient FY23 results delivered

Revenue<sup>1,2</sup>

**\$1,183m**

+1%

EBITDA<sup>1,2,3</sup>

**\$651m**

-3%

Net profit after tax<sup>1,2</sup>

**\$372m**

-9%

FY23 cash<sup>2</sup> closing position

**\$260m**

**27%**

FY23 return on  
average  
shareholders  
equity<sup>1,4</sup>

**55%**

FY23 core EBITDA  
margin<sup>1,2</sup>

**\$2.82**

-9% YoY  
FY23 earnings  
per share<sup>1,2</sup>

**\$1.58**

-4% YoY  
FY23 dividend per  
share

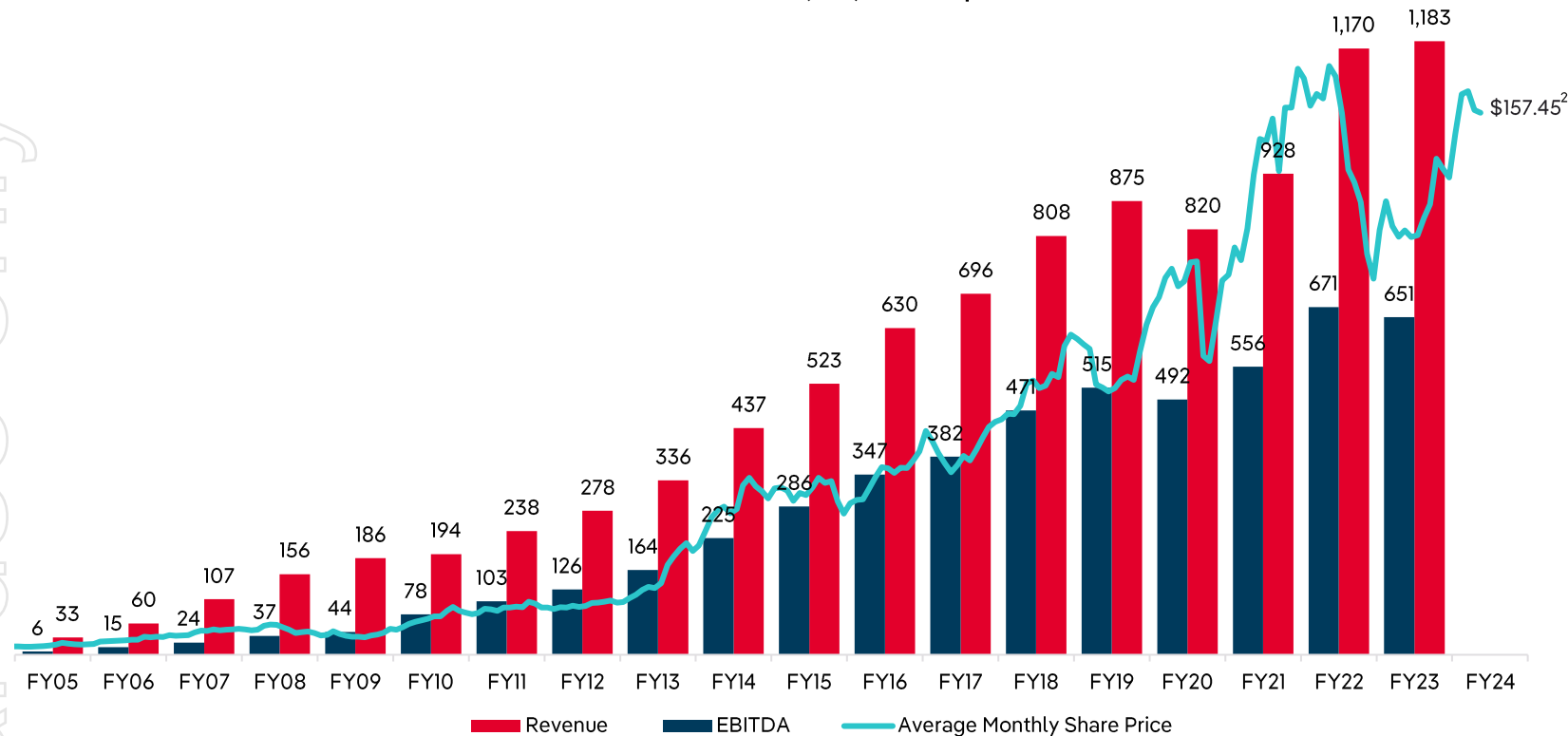
**\$157.45**

+29% YoY  
Current share price<sup>5</sup>

(1) Financial results from core operations – refer to glossary for definition. (2) Revenue, EBITDA, Net profit after tax, Cash and Earnings per Share – refer to glossary for definition. (3) EBITDA is excluding contributions from associates. (4) Net profit after tax attributable to owners of parent/average shareholders' equity attributable to owners of the parent. (5) Share price as at 15 November 2023 and compared to adjusted share price as at 15 November 2022.

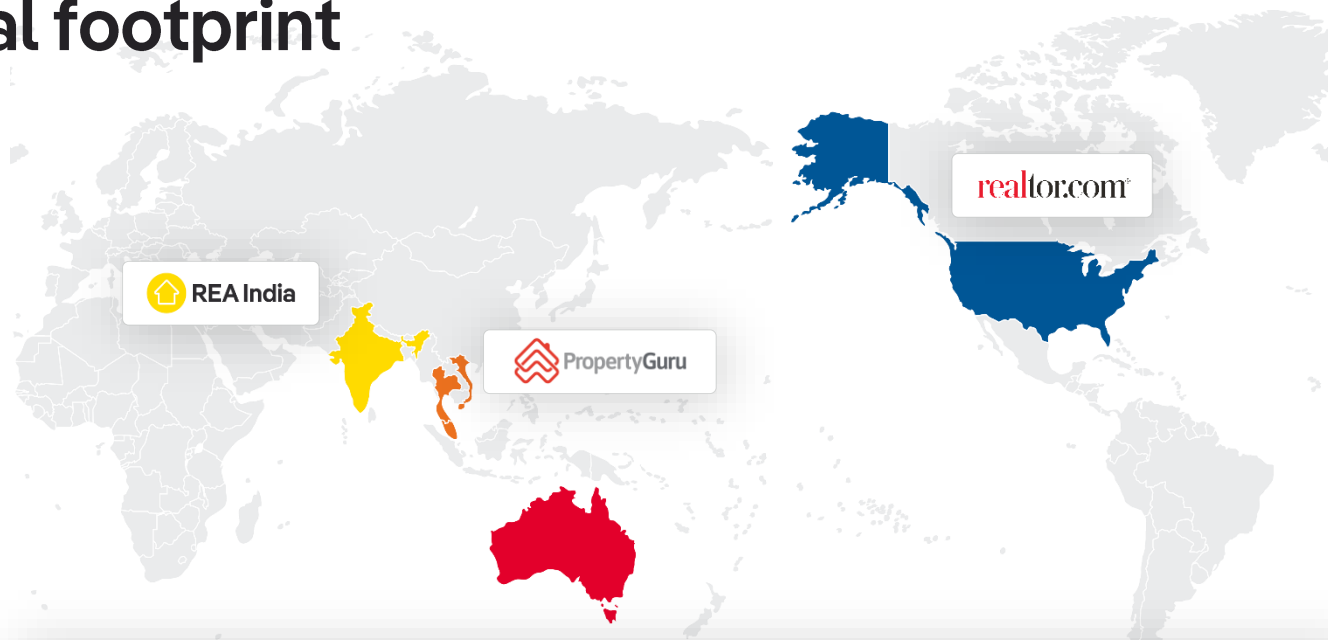
# Strong revenue earnings driving shareholder value

Revenue and EBITDA (\$'m) vs share price<sup>1</sup>



(1) Results are from core operations, include discontinued operations and presentation has been adjusted in earlier years for consistency. (2) Share price at 15 November 2023.

# Growth opportunities delivering value across strong global footprint



## AUSTRALIA

 realestate.com.au

Property 

 PropTrack

 Ignite

 simpology

 realcommercial.com.au

*Flatmates*  
com.au

 Realtair

Campaign  
Agent

100% acquisition

 Mortgage Choice

 REA Group

# CEO's Address

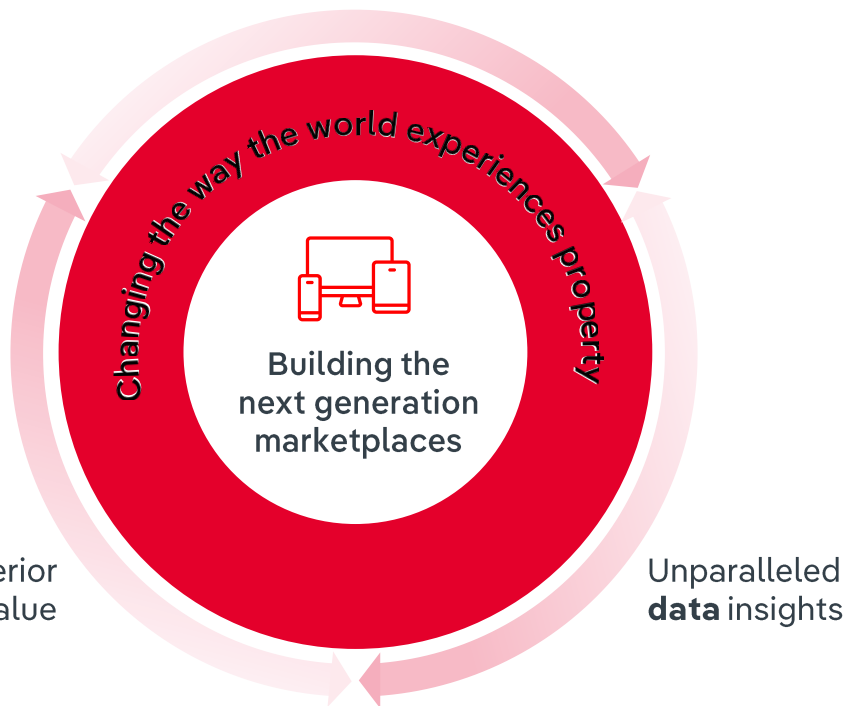


**Owen Wilson**  
Chief Executive Officer



# Clear focus on strategic priorities

Largest **audiences**,  
most engaged **consumers**



## Audience & Consumer

Engage Australia's largest audience of property seekers<sup>(1)</sup>, driving more leads to our customers.



## Customer Value

Deliver superior value "under one roof" across property advertising, agent marketplace and agency services.



## Data & Insights

Build Australia's leading property data, valuations and insights provider and power REA with data.



## Financial Services

Be Australia's #1 retail broker business and develop an online home loan marketplace. Provide choice and make it easy for consumers to find and finance property.



## Global

Be India's undisputed #1 property portal, demonstrating strong audience & market share growth. Gain exposure to large and growing markets through global investments.

(1) Refer to page 31 for audience metric sources.

# Australia's #1 address in property in every market<sup>1(B)</sup>



Average FY23 **monthly** realestate.com.au **unique audience** on all platforms

**12.1m**<sup>1(C)</sup>

**6.7m**

Exclusive monthly audience<sup>1(D)</sup>



Total average FY23 **monthly visits** to realestate.com.au on all platforms

**120.6m**<sup>1(E)</sup>

**3.3x**

More monthly visits than the nearest competitor<sup>1(E)</sup>



Average FY23 **daily** realestate.com.au **unique audience** on all platforms

**2.7m**<sup>1(F)</sup>

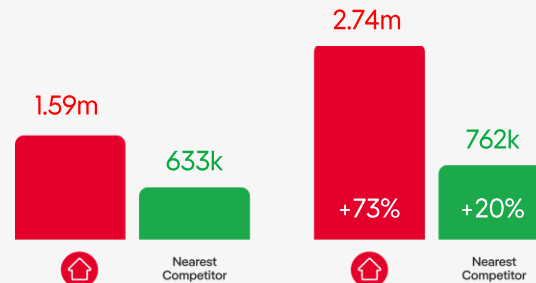
**3.6x**

More daily visitors than the nearest competitor<sup>1(F)</sup>

**Daily audience to realestate.com.au has grown 3.6x faster than the nearest competitor over the last 3 years<sup>1(G)</sup>**

**Then**  
(Jan 20 – Jun 20)

**Now**  
(Jan 23 – Jun 23)



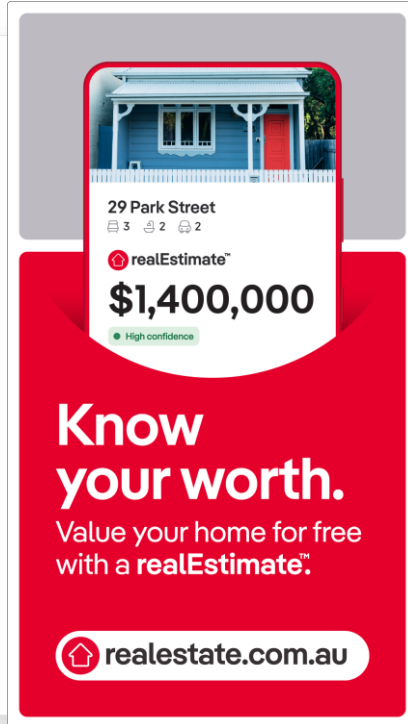
All FY23 audience metrics on this slide were measured under Nielsen methodology. These metrics cannot be compared to FY24 metrics which will be measured under the new industry-endorsed Ipsos iris methodology

<sup>1(I)</sup> Refer to page 31 for audience metric sources.

# Leveraging technology and data to deliver unique consumer experiences and quality customer leads

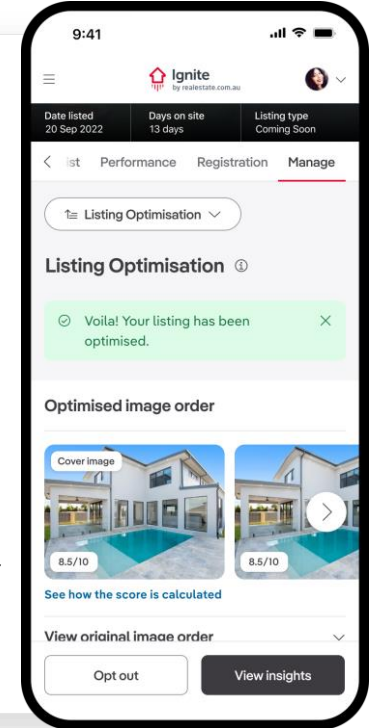
## Personalised consumer experiences driving engagement

- ✓ **1.2 million** new property owner tracks<sup>1</sup>
- ✓ **1 in 4** Australian properties tracked on realestate.com.au<sup>2</sup>
- ✓ **+18%** YoY increase in active members<sup>1</sup>
- ✓ **+18%** YoY growth in renter profiles<sup>1</sup>



## Customers embracing premium products and services

- ✓ Significant growth in uptake of premium customer products
- ✓ New Premiere+ value inclusions, including AI powered Listing Optimisation
- ✓ **2 million** average monthly buyer enquiries delivered to customers<sup>3</sup>



(1) REA internal data, Jul 22 – Jun 23 vs. Jul 21 – Jun 22. (2) REA internal data, Jul 23. (3) Adobe Analytics, internal data, Jul 22 – Jun 23 (average).

# Next generation marketplaces

## PropTrack powering unique products and solutions

- Leading property valuation estimate model reached world benchmark accuracy standards<sup>1</sup>
- realEstimate™ launch delivered +51% YoY active property owner tracks<sup>2</sup>
- Propensity models developed to help agents, lenders and brokers improve engagement with customers



## Product innovation and brand investment delivering value

- Athena Home Loans partnership launched with products to help Australians pay off their mortgages faster
- 1,066 Mortgage Choice brokers, +6% YoY<sup>2</sup>
- Winner of several high-profile industry awards



## Building Australia's most comprehensive property research site

- +35 new features added to property.com.au
- Strong organic audience growth and engagement achieved with +72% YoY growth in time spent on site<sup>3(H)</sup>
- Complimentary concierge service, Property Coach launched in June



(1) AVMetrics top-tier 14 AVMs can estimate the value of a home (in a blind purchase transaction) within 10% about 80% to 90% of the time. (2) REA internal data, Jul 22 - Jun 23 vs. Jul 21 - Jun 22. (3) Refer to page 31 for audience metric sources



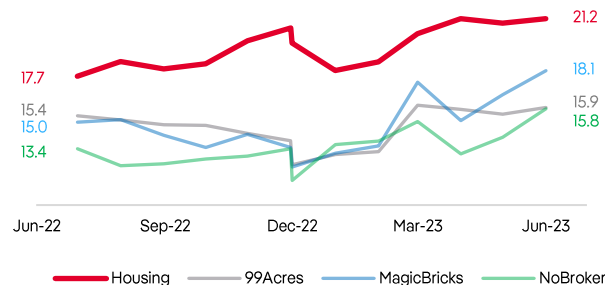
# REA India – the #1 property portal in India<sup>(1)</sup>

## REA India's flagship site, housing.com achieved record audience levels

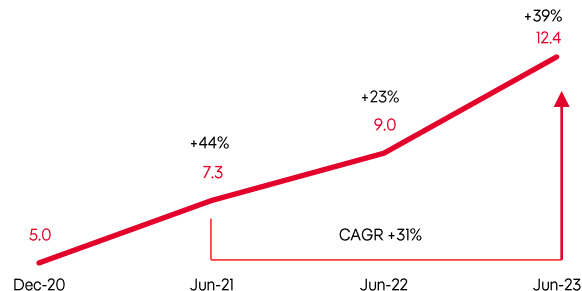
- Excellent performance with revenue growth of +46% to \$79 million
- Housing.com audience leadership position continued to grow with 1.3 x more visits than the nearest competitor<sup>(1)</sup>
- Housing.com achieved a record 21.2 million visits in June<sup>(1)</sup>
- New products and expanding offerings driving growth in Housing Edge adjacency, including +30% YoY growth in Pay on Credit transactions<sup>2</sup>



## Average monthly site visits (m)<sup>(1)</sup>



## Total App Downloads (m)<sup>2</sup>



(1) Refer to page 31 for audience metric sources. (2) Internal REA India Data.

# Global reach in world's largest property markets

## PropertyGuru is Southeast Asia's leading PropTech company

- REA Group holds a 17.3% interest in PropertyGuru Group
- PropertyGuru businesses hold the leadership position in 4 key Southeast Asian markets<sup>(1)</sup>
- Strong performance in Singapore and recovery in Malaysia helped offset challenging conditions in Vietnam



## Move, Inc. operates a leading property portal in the USA

- REA Group holds a 20% interest in Move, Inc. which operates realtor.com®
- Realtor.com® and its mobile sites had approximately 74 million average monthly unique users during the quarter ended June 30<sup>(2)</sup>
- Damien Eales appointed CEO of Move, Inc. in June



(1) Refer to page 31 for audience metric sources.

(2) Move, Inc., internal data Apr 23 – June 23.

# Committed to a sustainable future



## Environment



- Announced target of net zero emissions across scope 1, 2 and 3 by 2050
- Carbon neutral certification through Climate Active achieved for the third consecutive year
- Reduction in the Group's Australian electricity emissions of 64% YoY with the introduction of green power at a number of REA Group offices



## Social



- The Group's first Reconciliation Action Plan submitted to Reconciliation Australia in June
- REA Group placed fifth on the Great Place to Work Australia's Best Workplaces List
- REA India ranked third in the Great Place to Work Top 100 Best Companies in India
- Long-standing community partnerships with The Big Issue, Launch Housing and Orange Sky



## Governance



- Data privacy and cyber security best practices including the introduction of an Enterprise Privacy Program and a Generative Artificial Intelligence (AI) Forum
- MSCI ESG AA rating was maintained for a second year
- Inclusion in the Dow Jones Sustainability Index in Australia and Asia for the first time

# Q1 FY24 financial results

Revenue<sup>1</sup>

**\$341m**

**+12%**

Core operating expenses<sup>2</sup>

**\$143m**

**+10%**

Core EBITDA<sup>1,2</sup>

**\$198m**

**+13%**

(1) Revenue and EBITDA – refer to glossary for definition. (2) Financial results from core operations exclude significant non-recurring items such as transaction and integration costs, gain on acquisition/divestment activities, and revaluation of warrant liabilities held by an associate. The prior year comparative also excludes restructuring costs.



# Current Trading

- Increased national market activity is being driven by strong demand supported by record employment, migration and improved seller confidence.
- The stabilisation of interest rates for several months, which ended with last week's rate rise, played a key role in building market confidence. This increase and any further increase in rates from current levels could have a negative impact on sentiment.
- National residential listings in October were up 16% YoY. Growth rates in Q2 will reflect particularly weak prior period listing volumes.
- Residential Buy yield growth is anticipated to grow double-digit in FY24.
- Excluding the impact of the CampaignAgent acquisition, Group operating costs are expected to increase to high single-digits to low double-digits.
- REA Group has a strong balance sheet, low debt levels and strong cash balance.
- Our focus remains on delivering value for our customers and consumers and this will underpin future growth.



# REA Group Executive Leadership Team



**Owen Wilson**  
Chief Executive Officer  
Executive Director



**Janelle Hopkins**  
Chief Financial Officer



**Melina Cruickshank**  
Chief Product and  
Audience Officer



**Tamara Kayser**  
Chief Legal Officer and  
Company Secretary



**Steve Maidment**  
Chief Technology Officer



**Henry Ruiz**  
Chief Strategy Officer and  
Chief Executive Officer REAx



**Kul Singh**  
Chief Customer Officer



**Anthony Waldron**  
Chief Executive Officer  
Financial Services



**Dhruv Agawarla**  
CEO REA India

# Items of business



**Hamish McLennan**  
Chairman





# Items of business

1. Consideration of Reports
2. Adoption of Remuneration Report
3. Re-election of Nick Dowling
4. Grant of Performance Rights to CEO
5. Increase in Non-executive Directors' Fee Pool





## Item 1

# Consideration of Reports

To receive and consider the Financial Report, including the Financial Statements, and the reports of the Directors and Auditor for the Company and its controlled entities for the year ended 30 June 2023.

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There is no vote for this item

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An explanatory note to this item appears on page 3 of the Notice of Meeting



## Item 2

# Remuneration Report

To consider, and if thought fit pass, the following resolution as an ordinary resolution:  
That the Remuneration Report for the year ended 30 June 2023 be adopted.

	For	Open Usable	Against	Abstain
Direct and Proxy Votes	116,456,116	96,287	2,663,020	113,009
% of Vote	97.69%	0.08%	2.23%	

An explanatory note to this item appears on page 3 of the Notice of Meeting



### Item 3

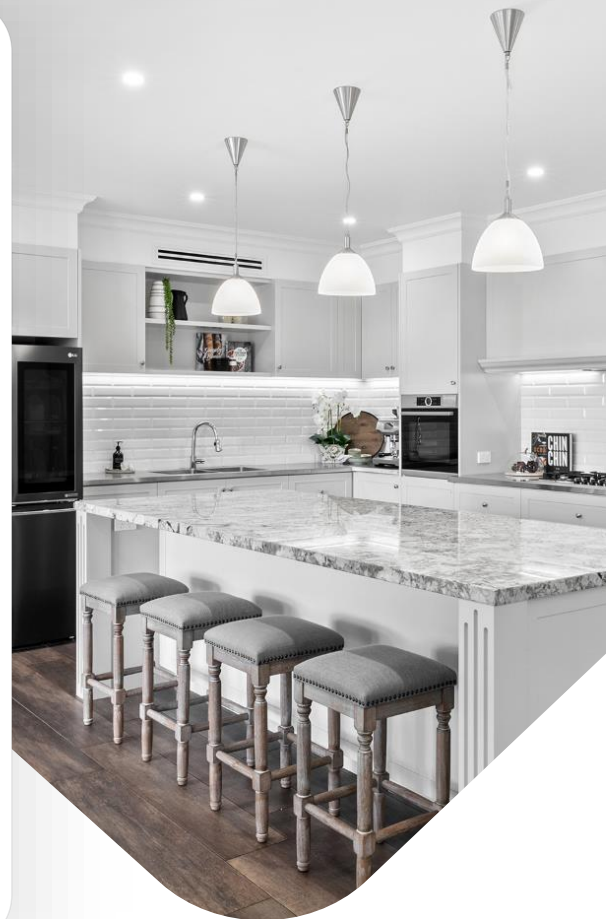
## Re-election of Nick Dowling



To consider, and if thought fit pass, the following resolution as an ordinary resolution:  
That Nick Dowling, who retires in accordance with the Company's Constitution, and being eligible, be re-elected as a Director of the Company.

	For	Open Usable	Against	Abstain
Direct and Proxy Votes	115,275,607	96,612	3,843,673	112,239
% of Vote	96.70%	0.08%	3.22%	

An explanatory note to this item appears on page 3 of the Notice of Meeting



## Item 4

### Grant of performance rights to Owen Wilson

To consider, and if thought fit pass, the following as an ordinary resolution:

That approval be given for all purposes for the grant of performance rights under the 2026 REA Group long-term incentive plan (LTI Plan 2026), to the Chief Executive Officer, Owen Wilson, on the terms set out in the Explanatory Notes.

	For	Open Usable	Against	Abstain
Direct and Proxy Votes	118,634,644	96,474	476,404	120,846
% of Vote	99.52%	0.08%	0.40%	

An explanatory note to this item appears on pages 4-6 of the Notice of Meeting



## Item 5

### Increase in Non-executive Directors' fee pool

To consider, and if thought fit pass, the following resolution as an ordinary resolution:  
That the maximum aggregate annual fees that may be paid to the Company's Non-executive Directors be increased by \$800,000 from \$1,900,000 to a maximum of \$2,700,000.

	For	Open Usable	Against	Abstain
Direct and Proxy Votes	118,544,596	96,073	543,060	144,639
% of Vote	99.46%	0.08%	0.46%	

An explanatory note to this item appears on page 7 of the Notice of Meeting





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**Q&A**



# Glossary

Cash	Cash includes cash and cash equivalents.
EBITDA	Earnings before Interest, Tax, Depreciation and Amortisation excluding contributions from associates.
Earnings per share	Basic earnings per share attributable to the ordinary equity holders of the company.
Financial results from core operations	Reported results adjusted for significant non-recurring items such as restructuring costs and integration costs. The prior year comparative also excludes net gain from divestment activities.
Net profit	Net profit after tax attributable to owners of parent.
Revenue	Revenue is defined as revenue from property and online advertising and revenue from Financial Services less expenses from franchisee commissions.
Net profit after tax	Net profit attributable to owners of parent.

# Audience metric sources

<b>A</b>	Nielsen Digital Content Ratings (Monthly Tagged), Jul 22 – Jul 23 (average), P2+, Digital (C/M), text, realestate.com.au vs. Domain, Unique Audience.
<b>B</b>	Nielsen Digital Content Planning, Jul 2022 – May 2023 (average), P2+, Digital C/M, text, NSW, Vic, Qld, SA, WA, Tas, ACT, NT, Real Estate/Apartments, subcategory, Unique Audience.
<b>C</b>	Nielsen Digital Content Ratings (Monthly Tagged), Jul 22 – Jun 23 (average), P2+, Digital (C/M), text, realestate.com.au, Unique Audience.
<b>D</b>	Nielsen Digital Content Planning, Jul 22 - May 23 (average), P2+, Digital C/M, text, Exclusive Reach, realestate.com.au and Domain.
<b>E</b>	Nielsen Digital Content Ratings (Monthly Tagged), Jul 22 – Jun 23 (average), P2+, Digital (C/M), text, realestate.com.au, Domain. Total Sessions.
<b>F</b>	Nielsen Digital Content Ratings (Daily), 1 Sep 22 - 30 Jun 23 (daily average), P2+, Digital (C/M) Text, realestate.com.au, Domain. Unique Audience.
<b>G</b>	Nielsen Digital Content Ratings (Daily), 1 Jan 23 - 30 Jun 23 (daily average) and 1 Jan 20 – 30 Jun 20 (daily average), P2+, Digital (C/M) Text, realestate.com.au, Domain. Unique Audience
<b>H</b>	Nielsen Digital Content Ratings (Monthly Tagged), Jul 22 – Jun 23 (average) vs Jul 21 – Jun 22 (average), P2+, Digital (C/M), text, property.com.au, Time Spent.
<b>I</b>	Similarweb, average site visits Jul 22 – Jun 23 vs. nearest competitor – excludes app.
<b>J</b>	Similarweb, average site visits Jul 22 - Jun 23 - excludes app.
<b>K</b>	SimilarWeb data, average Oct 22 – Mar 23. Engagement Market Share defined as time spent on PropertyGuru website multiplied by the number of visits relative to comparable websites.



Visit our  
investor site at  
**rea-group.com**

**Investors:**

Alice Bennett  
Executive Manager Investor Relations  
M: +61 409 037 726  
E: [ir@rea-group.com](mailto:ir@rea-group.com)

**Media:**

Angus Urquhart  
General Manager Corporate Affairs  
M: +61 437 518 713  
E: [angus.urquhart@rea-group.com](mailto:angus.urquhart@rea-group.com)

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