

22 October 2018

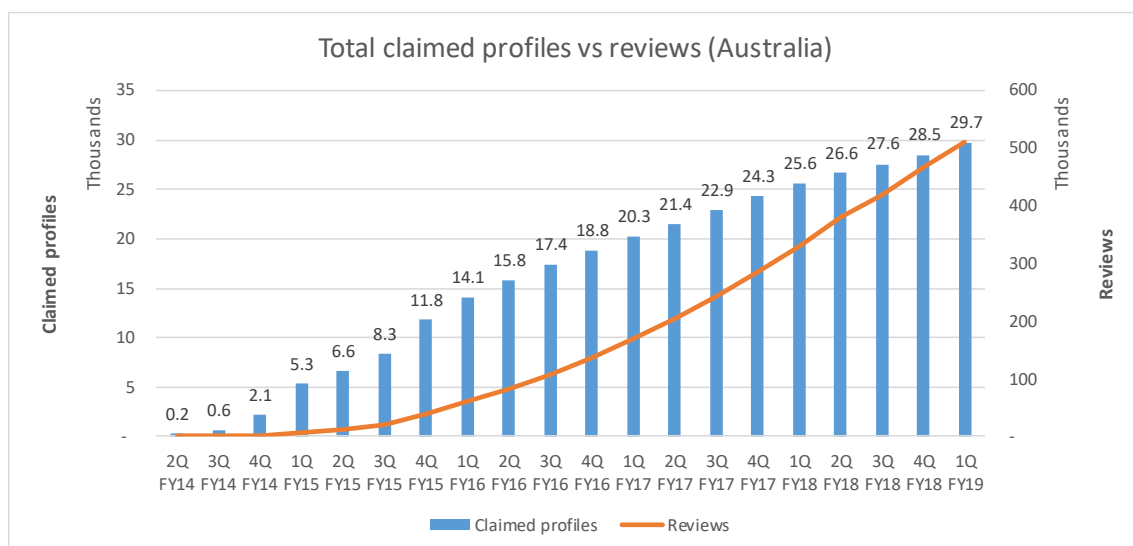
ASX Release

RATEMYAGENT TRADING UPDATE

- US claimed profiles up 82% on last quarter
- NZ claimed profiles up 100% on last quarter
- Revenue growth of 5% quarter-on-quarter

Australia

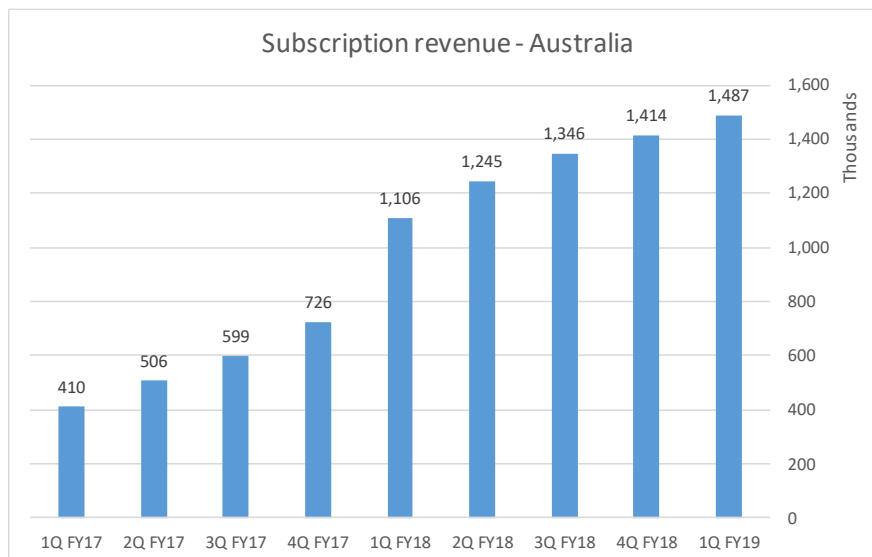
Claimed agent profiles have continued to increase with circa 1,000 new profiles each quarter for the last 4 quarters. Total claimed profiles of circa 29,700 now represent 86% of the estimated market of 34,400 active real estate agents in Australia. The cumulative number of reviews of agent performance also increased to 510,000 in Q1 FY19.



Subscriptions

So far, the major revenue stream for Australia consists of subscriptions from agents and agencies paying a monthly fee for a more prominent profile and access to RMA's marketing products.

Paid subscribers are constant at circa 10,800 agents, which represents circa 31% of the estimated market of 34,400 agents. However, subscription revenues continued to grow quarter-on-quarter from agents and agencies upgrading their subscription category.



RMA is addressing the conversion rate to paid subscriptions through investment in new products and customer support. Importantly, this includes refining our revenue model for the large number of agents using the site under the freemium model. As an example, the initial market reaction to the latest product release, Property Management, has been positive and this, together with other pipeline initiatives to be launched in 3Q FY19 are expected to increase subscriptions, boost upgrades and reduce churn.

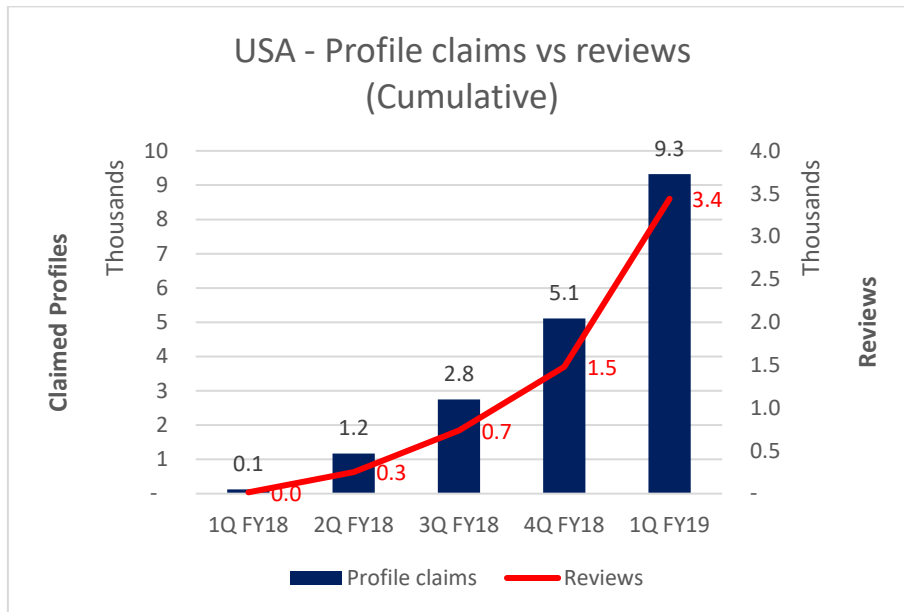
Total recurring revenue

Overall, Australian revenue for the quarter, excluding non-recurring revenue, has increased to \$1.75m from \$1.66m (5.5%) in 4Q FY18 and is 29.4% higher than 1Q FY18.

USA

The Company started actively marketing to all 50 states in the US in July. Our market position is growing significantly, with the number of claimed profiles and agent reviews up 4,200 (82%) and 1,900 (133%) respectively compared with the previous quarter.

At the date of this release we have 10,350 claimed profiles and 4,350 reviews. We expect both to grow significantly during FY19 as we refine our data base and marketing. One way of doing this is by engaging with various Multiple Listing Services (“MLS”) property data hubs across the US and sharing their agent data. This week RMA signed its first agreement with a small MLS in California. This will deliver RMA more accurate agent data and the MLS will deliver RMA as a benefit to its members.

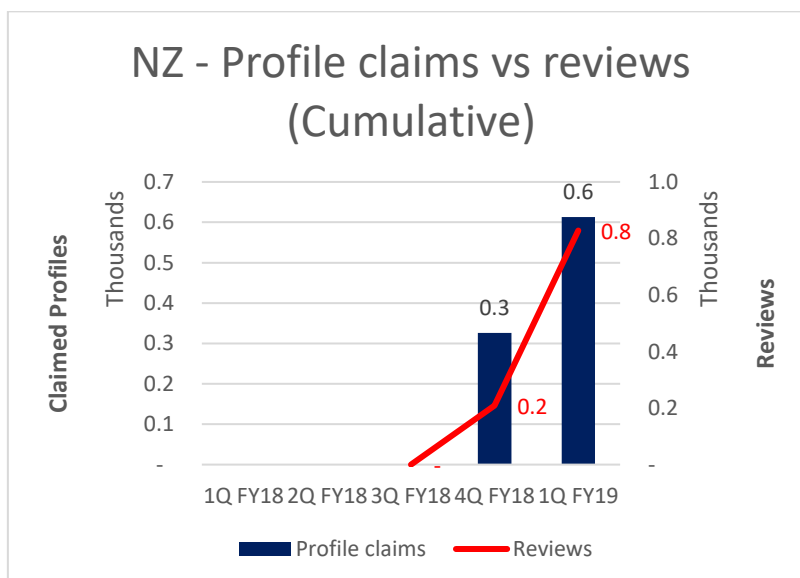


Agent promoter has been launched in the US and to date 670 campaigns have run. The majority of these are promotional trial campaigns which generate no revenue, however, the product is being well received and nominal revenue is being generated.

It is anticipated that we will turn on subscription revenue earlier than we did in Australia and expect this to happen in 2H FY19.

New Zealand

Our penetration in New Zealand matches the growth we experienced in Australia. Claimed profiles doubled in the last quarter off a low base. Growth in the number of reviews of 400% quarter-on-quarter reflects strong engagement by agents.



Agent promoter has been launched in New Zealand and 170 campaigns were initiated in Q1 FY19. As with the USA, the majority of the campaigns so far are promotional.

Staff cost base

In the Prospectus and annual report, the Company stated it would be investing significantly in human resources as part of its growth strategy. To this end, headcount has increased from 55 to 83 a large number of new staff are focussed on offshore expansion.

Cash Flows

See separate ASX release.

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About RMA Global Limited

RMA is an emerging online digital marketing business for Real Estate Agents that aggregates residential real estate data on properties sold and for-sale. It also collects reviews on agent performance from vendors and buyers. This data is used by agents to build their profile and to otherwise market their experience and capabilities. Vendors can use the data to compare agents and find the right agent or agency to sell or lease their property.

The product offering of RMA has recently expanded to allow reviews by landlords and tenants of leased properties.

RMA operates in Australia, the US and New Zealand.

What is a Multiple Listing Service (“MLS”)?

A MLS is a data aggregation service which allows real estate agents to upload current and sold listings within a region into a database accessible to all members. This information is also distributed to property portals such as RMA.

There are several hundred MLS’ in the US, which are typically regionally based. However, there are a small number of large MLS’ that cover the majority of the agents in the US.