



19 November 2018

ASX ANNOUNCEMENT

Chairman's and CEO's address to shareholders

Address by Chairman – Mr. David Williams

Surely there cannot be much to talk about given RMA Global was only listed in July this year.

However, in only four and a half months, a lot has changed as the business is growing rapidly. Every week the number of agents joining the platform, the number of reviews we receive and the number of subscribers is increasing. Any numbers I give you today will be quickly out of date.

Our prospectus says we had 27,000 agents or 77% of our target Australian market of 35,000 agents. Today that number is 29,450 or 84% of the active agents in Australia. It is evident we are trying to attract a decreasing pool of agents. Our focus is now on leveraging our strong market position in Australia to grow the revenue base.

Graphs in the prospectus showed that we had over 400,000 reviews of agent performance. The number is now 537,000 reviews, or a review for one in three properties sold in Australia.

We started marketing to agents in all States of the US in July this year and in an ASX update on 22 October we indicated that 10,350 agents had joined the platform. Today, only 3 weeks later, that number is 11,900 agents covering all States with agent reviews in every State other than Alaska and North Dakota.

While on one level the US growth is impressive, we have been refining our entry strategy and will change our marketing approach post-Christmas. Accordingly, we expect that the number of agents using the platform will significantly increase in the New Year.

In Australia, the service was initially offered for free and then we turned on our revenue model by offering additional services. Likewise for new jurisdictions such as the US, New Zealand and elsewhere, we will turn on the revenue model at the appropriate time.

In Australia, the focus is on adding value to agents using the platform and charging for that support. At present, about 30% of agents are covered by some form of subscription. We are focused on increasing that percentage. We plan to turn on the revenues in the US much earlier than we did in Australia. Probably sometime in the New Year.

The capital raised at the time of the IPO was circa \$10 million. These funds have allowed us to continue to pursue our strategic goals including expansion into new, offshore markets.

We continue to innovate and invest in new solutions and products:

- We released a new feature to enable anyone involved in a property sale to post a review, not just the vendor and these reviews can now be unsolicited. Previously, reviews could only be requested by agents.
- We recently launched Property Management, an expansion on our review platform to allow reviews for agents managing rental properties. We already have 5,300 reviews.

- We introduced a product that provides leads to third party service providers and have been trialling this for a large utility company.

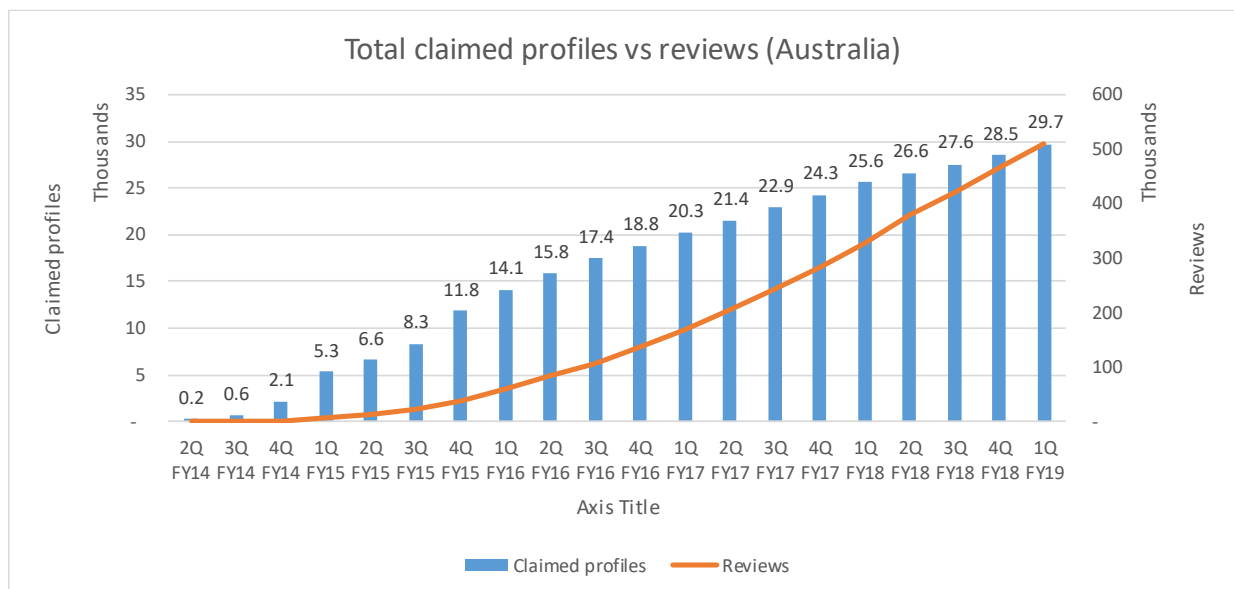
We also continue to strengthen our business through investment in our core systems and in developing our people. Our staff complement at the date of this report is approximately 85, up from 45 as of 31 March 2018. This includes two executive Directors our COO, Michael Davey, and CFO, Scott Farndell, as well as number of other experienced senior managers.

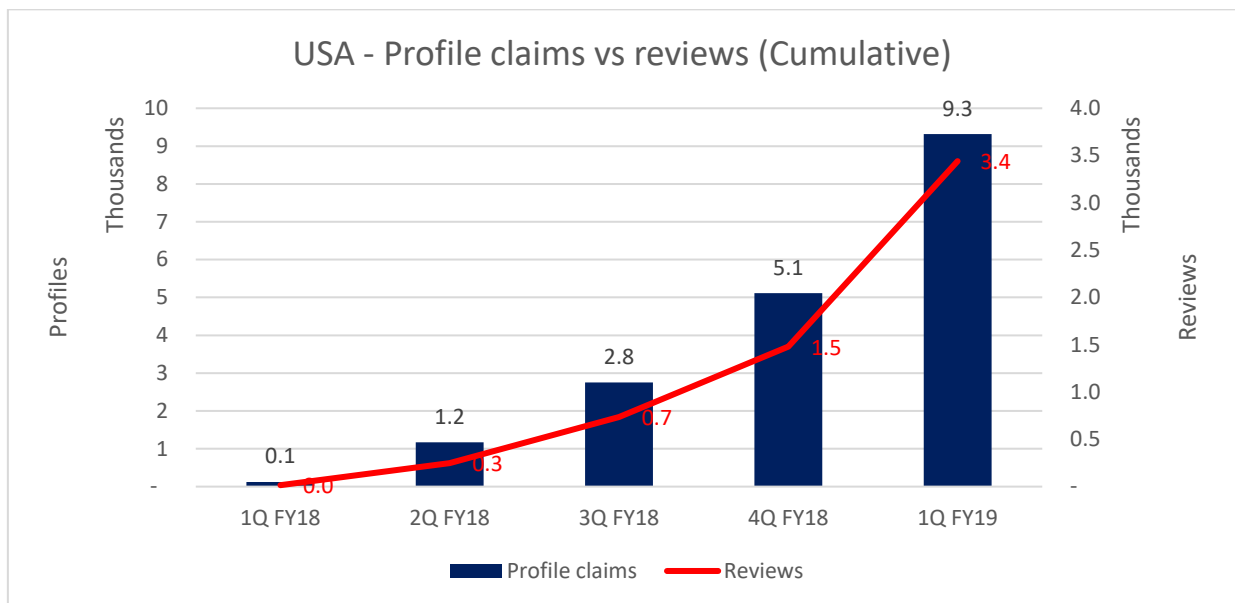
The share price is currently tracking below the initial list price at 20c/share. We believe that as capital markets ‘discover’ RateMyAgent, the number of agents using the platform increases and the revenue model is ‘turned on’ in the US and New Zealand the share price will quickly reflect our prospects.

Address by CEO – Mr. Mark Armstrong

The real estate market in Australia has softened considerably in the last few months and we are still evaluating the potential impacts, if any, to our business. Towards the end of October we released a market update in which we reflected continuing revenue growth with the last quarter reflecting 5% increase on the prior quarter. While conscious of the potentially downturning market, we feel that this represents additional opportunities for RMA and we continue to focus on creating more value within our product offering to acquire and retain more customers outside of the early adopters we’ve onboarded to our platform.

We continue to track in line, both locally and abroad, with the non-financial metrics presented in our last trading update, which are presented again below.





US market update

Our corporate profile continues to grow in the US, reflected in the initial volumes of claimed profiles and number of reviews, which also reflect a strong engagement with agents. Strong and positive feedback has been received at local industry forums and conferences.

RMA also recently signed its first Multiple Listing Services (“MLS”) in California. MLS’ are property data hubs enable RMA to access and deliver more accurate agent data. We also have a healthy pipeline of other significant MLS’ we anticipate we can agree terms with in the next 6 months.

Other markets

We are still reviewing other markets which are an appropriate fit for our products and platform and will continue to re-evaluate these markets on an ongoing basis.

Investment in people

Alongside our focus on technology and product, RMA has a strong focus on attracting and retaining the best people as a critical part of building a scalable, successful business. We’ve invested significantly in our key resource with the engagement of a number of key executives and senior managers in the last few months. I believe that we have a strong and capable leadership team who are supported by strong teams and we will continue to invest in developing the capability of our people.

Conclusion

RMA is in a strong position to deliver on its global strategy and we look forward to reporting on our progress and success.

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")?

In the US market it is common for both buyers and sellers to each use a real estate agent to complete a property transaction. 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.

Further Information:

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