

rmaglobal

Investor Presentation

September 2019



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Highlights

- Prop tech company that connects agents with sellers/buyers and allows comparison of agent performance.
- Scalable platform, global opportunity, launched Australia/NZ/US.
- Products give agents options to share and promote their performance and reviews and vendors to find the best agent:
 - Agents can share a review across multiple platforms; Google, Facebook and Instagram
 - Domain is incorporating RMA reviews into their site, significantly increasing the number of eye balls on our claimed agents.
- In the US, there are so far circa 26,500 claimed agents with 11,500 reviews, both growing rapidly.
 - Since launching the first large MLS partnership, claimed Agent profiles have increased by 87%.
 - The near-term focus is on relationships with Multiple Listing Services to drive agent acquisition.
- In Australia, circa 32,500 agents have claimed their profile on RMA's platform (representing 79% of properties sold in FY19)
 - 665,000 agent reviews collected.
 - c.42% of claimed active agents are paying a subscription.
 - Strategy to increase paying agents to 50% by 3Q FY20.
- As the US entry matures, launch in Canada and other countries.
- Completion of \$9m capital raising via placement to sophisticated and professional investors at \$0.20 (15.3% discount to 5 day VWAP¹) to be followed by a Share Purchase Plan to raise up to a further \$1m at the same price.

¹ 5 day VWAP is calculated up to and including 18 September 2019.

Agenda



**Business
Overview**



USA



Australia



Capital Raising



Business Overview



RMA exists to help agents connect with more sellers and buyers

Vendors seek the best agents

The selling process is unfamiliar and important

- Most people buy and sell a home only once a decade
- Housing market represents 30% of US household wealth

The process can be stressful

Choice of agent can have large financial implications

- Quality of agent impacts price realised
- Average US commissions >5% of sales price
- 8 out of 9 people think the profession is untrustworthy

The best agents struggle to stand out

Large numbers of agents

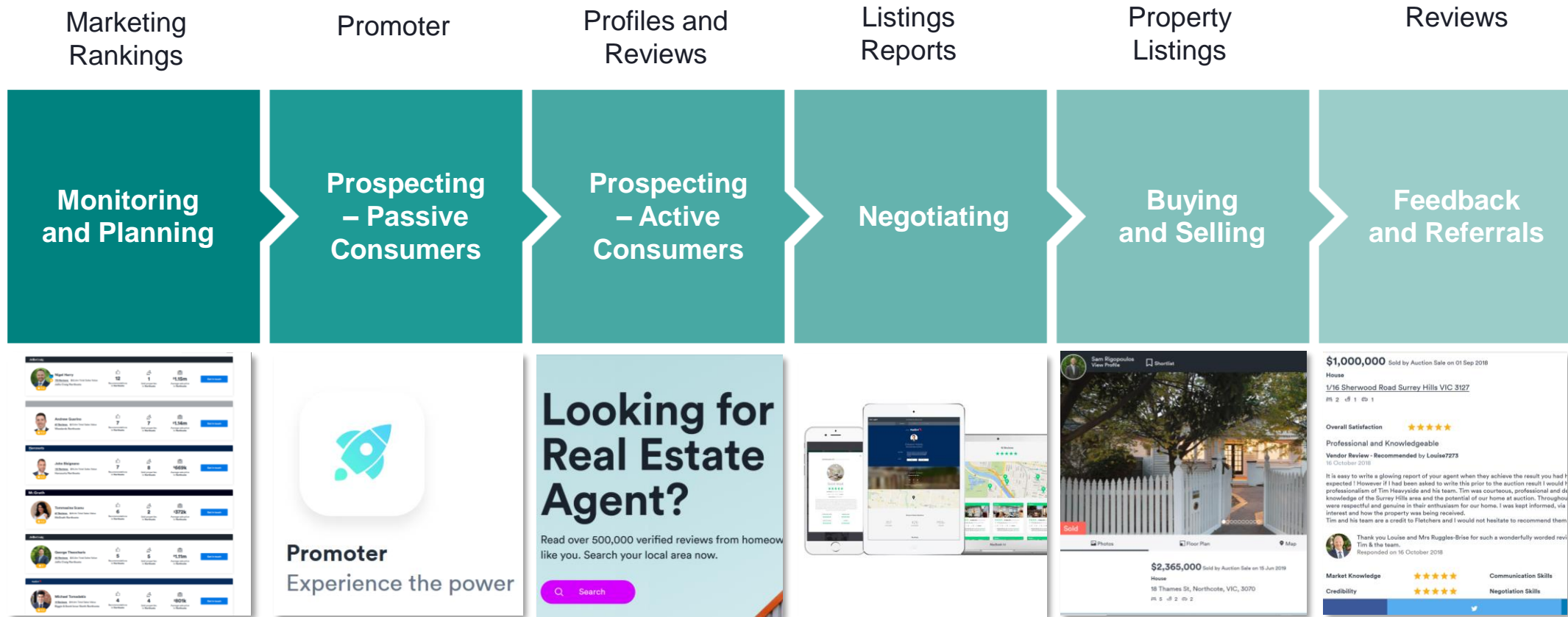
- 35,000 in Australia
- Over a million agents in the US
- 5,000 in New Zealand

Agent quality is hard to demonstrate

- Lack of independent and verified data
- Inefficient marketing such as letter box drops
- **RMA provides the data that allows vendors and others to compare agent performance**
- Agents who join the RMA site can amend their profile and request reviews:
 - C. 32,250 claimed in Australia
 - C. 26,500 claimed in the US
 - C. 1,700 claimed in NZ



Products that help agents stand out and communicate their profile



Global opportunity but near term focus on the USA, NZ and Australia



RMA platform is built to scale

- Highly scalable cloud product in multiple geographies
- Build enabling scaling of the platform and customer experience
- No legacy issues enables rapid product development and go to market

Opportunity exists in multiple markets

	AU	NZ	USA	CAN	UK	SG	HK
Population (m)	25	5	329	37	68	6	7
Date of first paid sub.	2014	2018	2019	← Early exploration →			
Agent profiles claimed ('000)	32	2	27	← Early exploration →			
Vendors' agents typical	✓	✓	✓	✓	✓	✓	✓
Buyers' agents typical	✗	✗	✓	✓		✓	✓
Data can be obtained	✓	✓	✓	← tbc →			
RMA position is unique	✓	✓	✓	← tbc →			

Global expansion



USA

US structure expected to lead to accelerated uptake



Typical business structures

- Salaried team members
- Share systems, data and office
- Primacy to agency brand



- Independent commission-driven micro-businesses
- Disparate systems, data and locations
- Personal reputation more important than agency
- Circa 5% to 6% fee

- Subscription penetration is expected to be faster in the US

US Agent



Numbers = 25x Australia and with buyer and seller agents

			Ratio: US/Australia
Annual home sales	6.0m	0.4m	15
Annual agent 'transaction sides'*	12m	0.4m	30
Average home price	A\$323K	A\$637K	0.5
Typical total commission rate	5% – 5.5%	2% – 2.5%	2.5
Commission/home sale	A\$16K	A\$13K	1.2
Annual agent commissions	A\$97b	A\$6b	16
No. agents with transactions in last year	1m	40K	25

*Source: US Census Bureau, National Association of Realtors, Zillow, Real Trends, CoreLogic, ABS, RMA Data and Estimates.

MLS relationships accelerate agent engagement

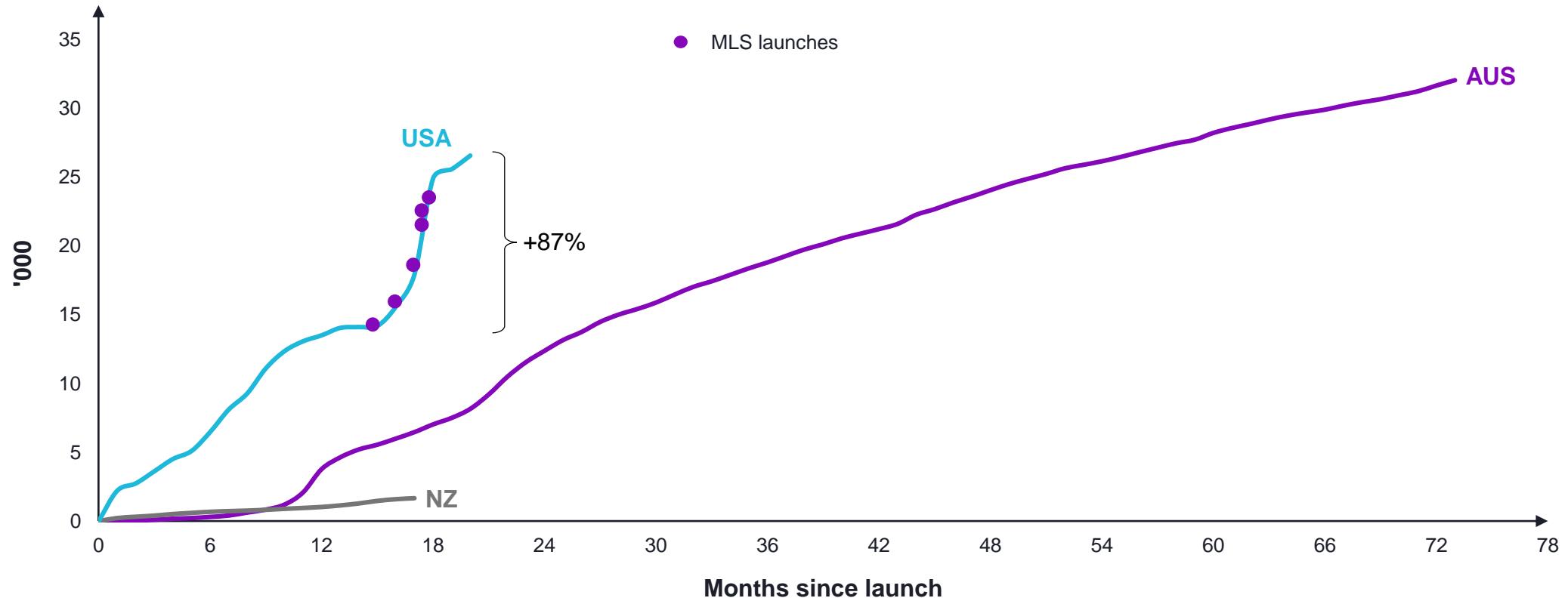


- An MLS is a data aggregation service for agents that facilitates real estate market clearing and communication between agents.
- Agents upload listings that are then accessible to all members and distributed to portals like RMA.
- Agents often look to their MLS for guidance. MLS compete with each other on value and service.
- There are several hundred MLS with most focused on a specific geography. A relatively small number of large MLS cover the majority of the agents.
- **We have signed agreements with eleven MLS, including CRMLS (California, ~89,000 agents), RAPB (Florida, ~50,000 agents) and Miami (Florida, ~37,000 agents).**
- Connecting with an MLS gives RMA access to current and historic data for member agents, allowing us to provide a better experience for agents and consumers.
- An MLS allows us to communicate with agents via the MLS directly marketing RMA to their members.



US claimed agent profiles increased 87% since connecting first large MLS

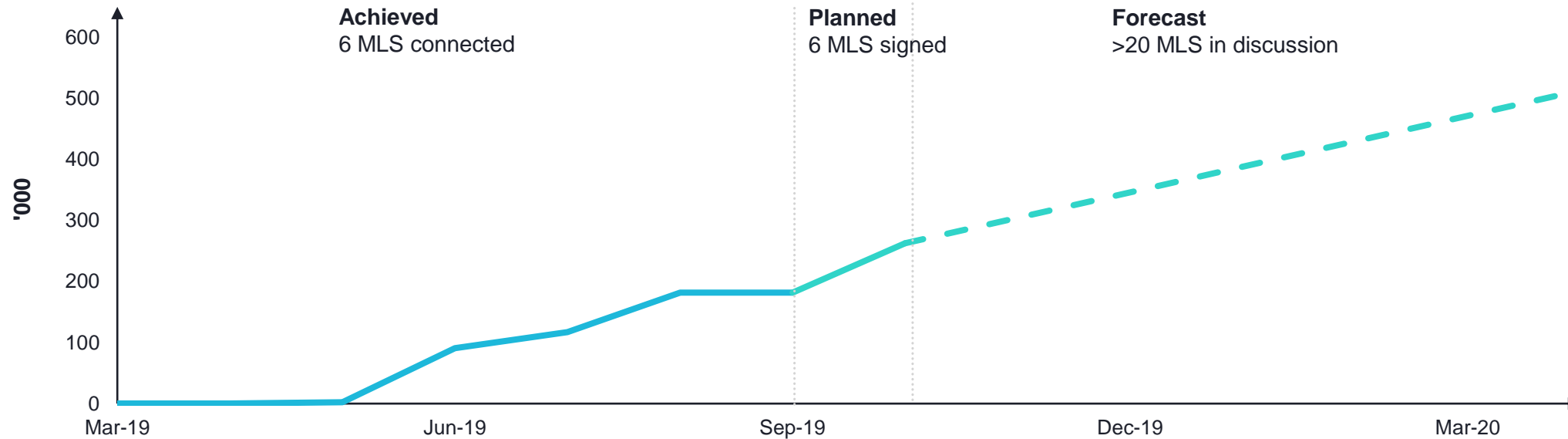
Targeting 75,000 agents on platforms by end FY20



MLS rollout proceeding rapidly



Number of agents connected via MLS¹

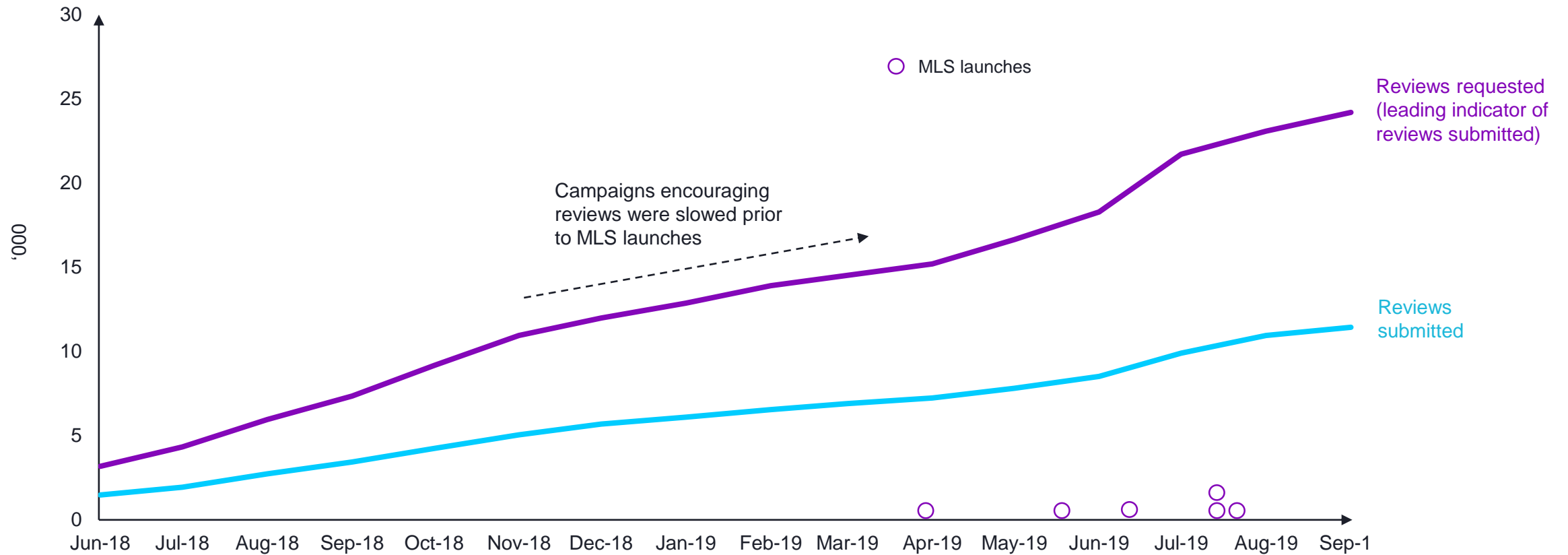


1. We consider an MLS and agent to be connected when RMA is receiving a relevant data feed from the MLS.

MLS Launches Increase Review Requests and Reviews



- Platform use is growing and revenues will follow



US agent feedback



We have tried other platforms for getting reviews and this seems to be the only one they respond to. Definitely recommend!”



Priscila Peck
Keller Williams Advantage
Oklahoma



Love the integration with social media!
Has really helped my business!



Alan Oliver
JP & Associates Realtors
Texas



Love the ease of sending and getting reviews and then seamlessly posting to social media. Thank you!



Ingrid Pierson
Pierson Real Estate
& Investments
California



an awesome platform for any real estate agent who is looking to easily get reviews from clients and a powerful tool for displaying those reviews on social media.



Kim Clayton
Realty One Group Edge
Georgia



...so very easy to request reviews from your customers using RateMyAgent, and it is so easy for your customers to take a few minutes to review your performance...



Maggie Dominguez
Yellow Finn Realty
Florida



It's easy. I tell all of our agents to send their clients here for reviews.



Veronica Bishop
Shamrock Realty Group
Maryland

Source: Facebook recommendations, agent satisfaction surveys.

Example: Miami Realtors Promotion



Make sure your reviews are



We've made it easier than ever to get yourself noticed. Request just one review and share it everywhere including Facebook, Google, LinkedIn, Twitter, Instagram, your own website and any other site you have access to.

ratemyagent



To be seen here, there and everywhere log into your MIAMI Dashboard and set up your Personal Profile* TODAY!

MiamiRealtors.com/RateMyAgent

Webinars

Sept. 13 | Sept. 27 | Sept. 20 | Oct. 4
1pm - 2:30pm

Click Here

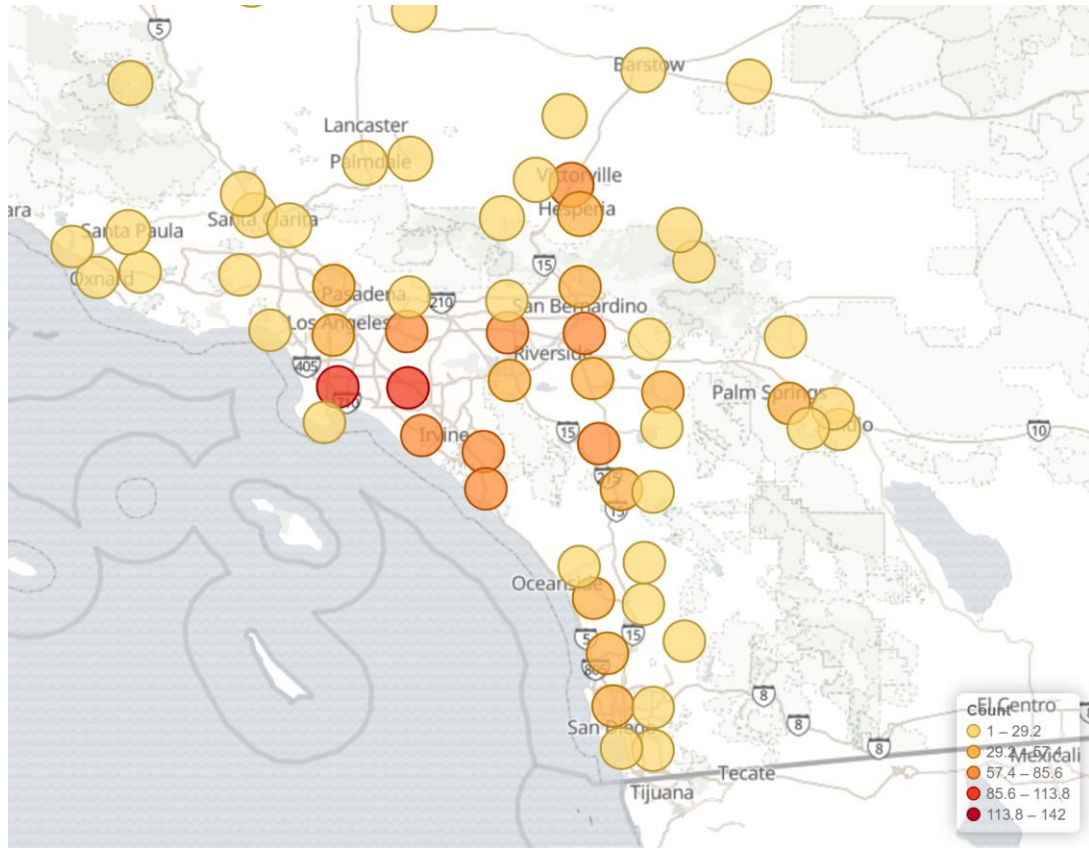
*Please note a minimum of 1 sold property is required to set up an account.

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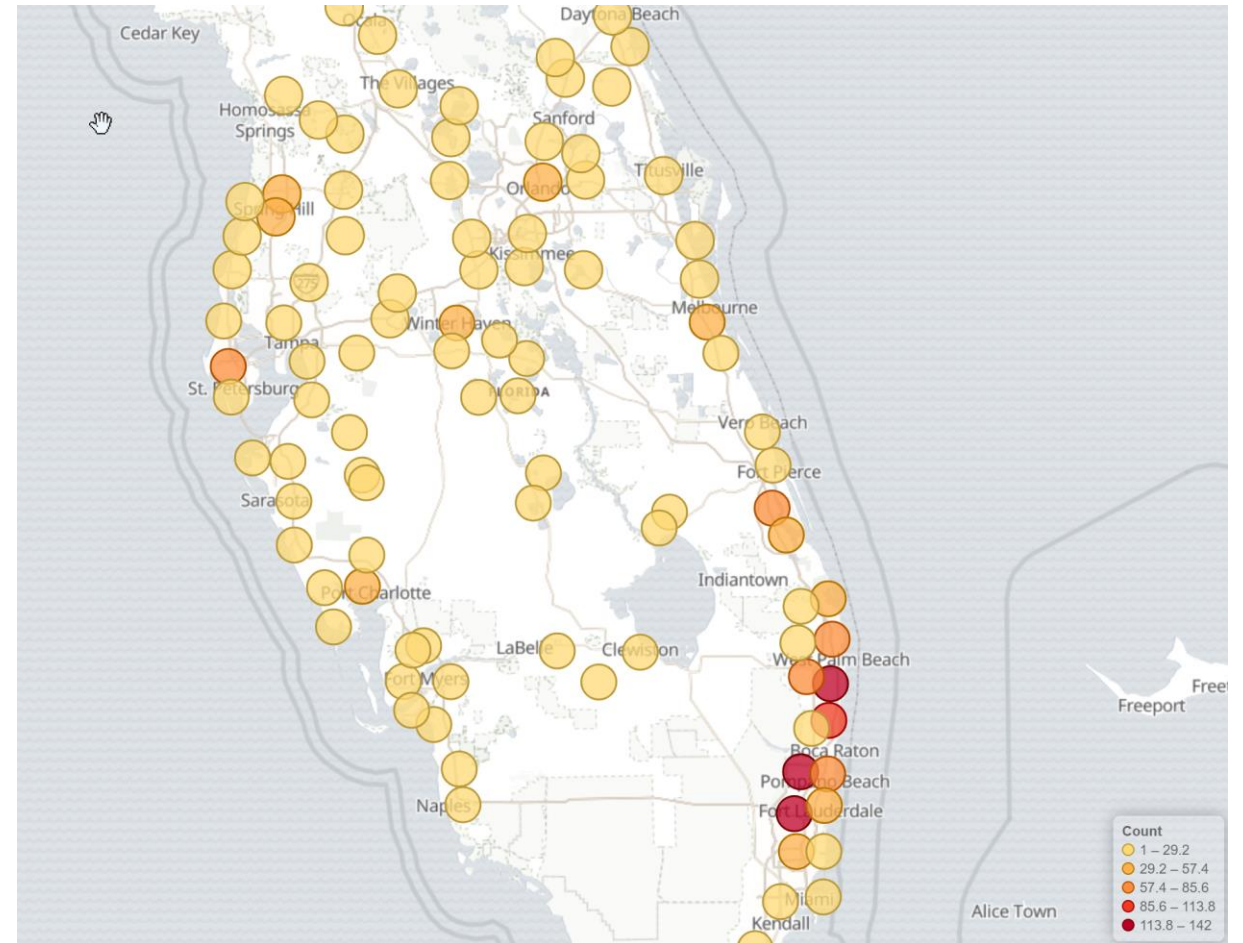
Heat maps of US reviews



Southern California



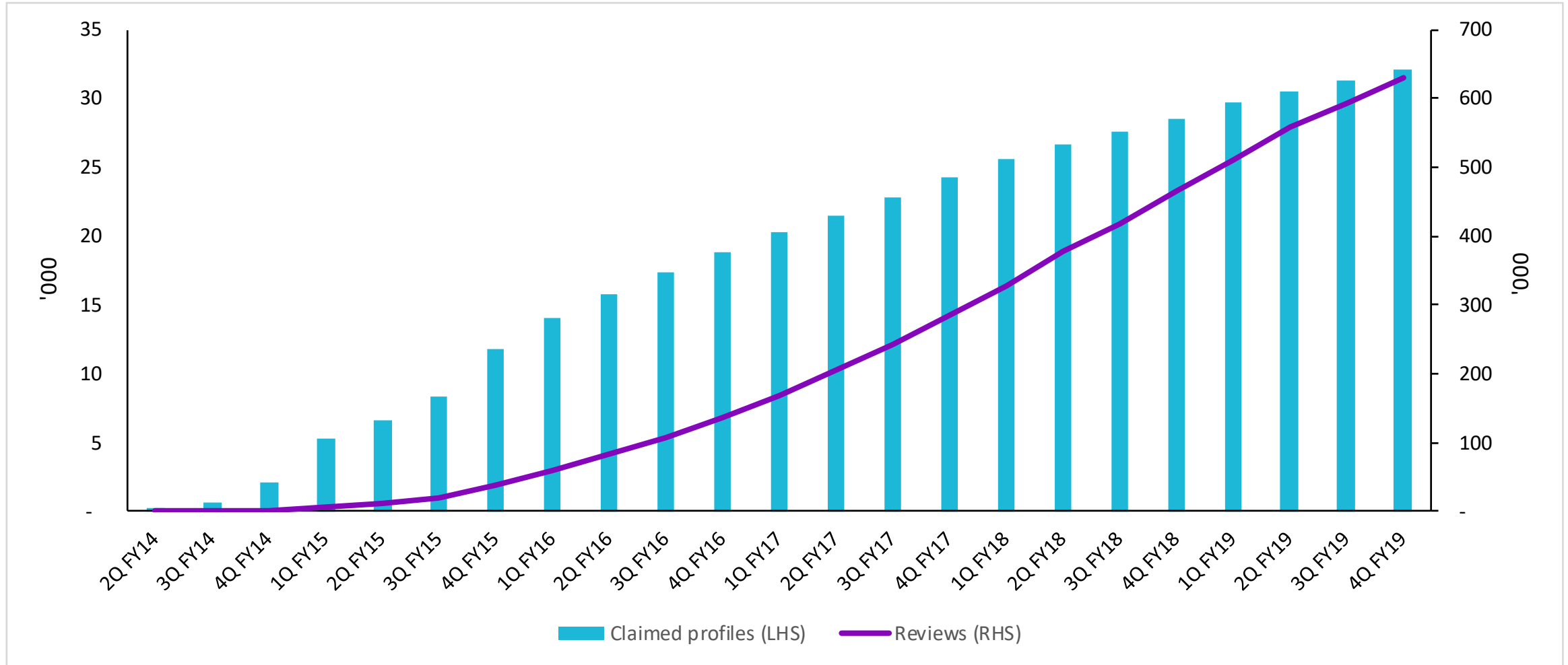
Florida





Australia

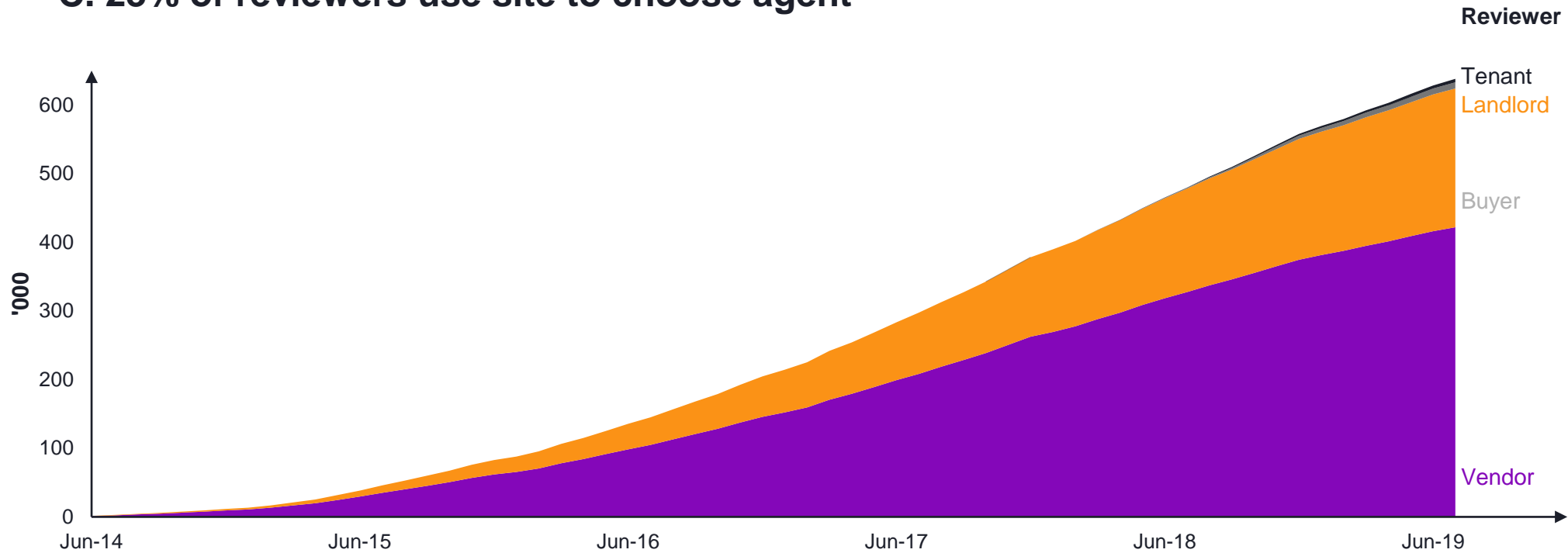
Claimed Profiles





Leading position in review volumes

- C. 640,000 reviews published and growing
- C. 23% of reviewers use site to choose agent

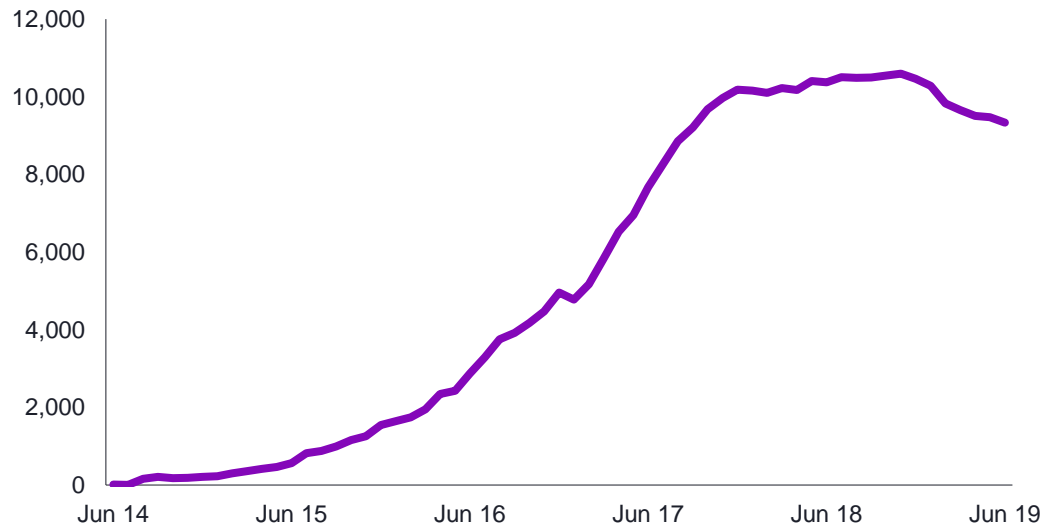


Source: RMA data.

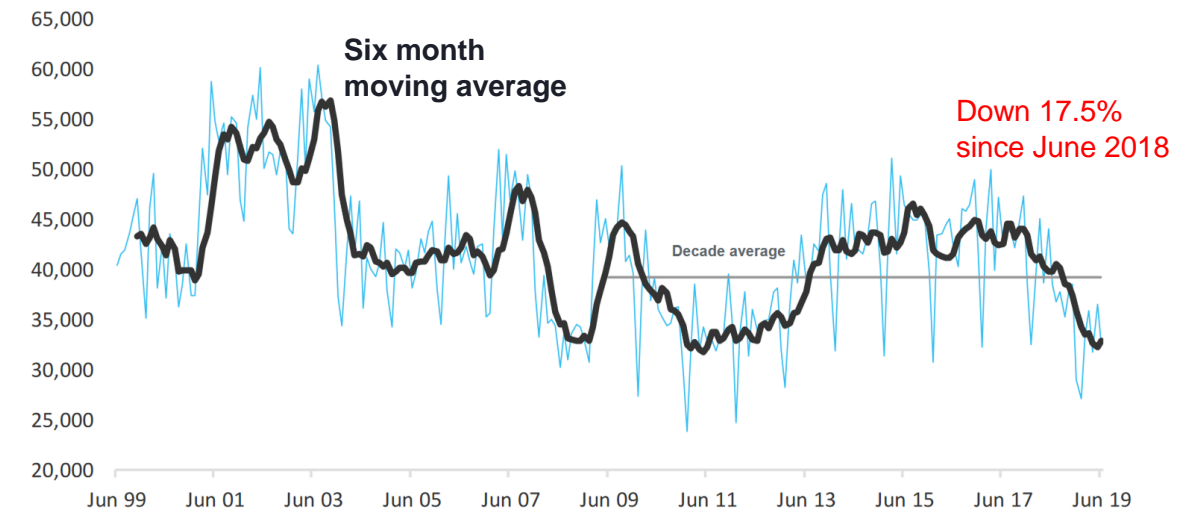
Australian market



Agents covered by subscriptions¹



Monthly home sales



Addressing churn and driving growth

- Numerous opportunities to improve value to agents in Australian and US markets
- Restructuring team, systems and processes to quickly deliver compelling products and improved customer experience
- Targeting subscription penetration of 50% active agents by end CY20

1. Including agents and covered under Agency Subscriptions. Flat because of property market downturn.

Capital raising

RMA Global has completed a \$9m placement to sophisticated and professional investors at \$0.20 per share (15.3% discount to 5 day VWAP¹) within the Company's placement capacity under ASX LR 7.1 and plans to raise further capital of up to \$1m through a non-underwritten Share Purchase Plan (SPP) at the same price as the placement.

The capital raised will be used to fund:

- Employment of staff, general operating expenditure and working capital to enable the Company to accelerate its growth in the US, Australia and other jurisdictions; and
- Costs of the offer.

The Board reserves the right to scale back and to close the SPP offer early.

Application of proceeds & pro forma cash position (\$m)

Minimum capital raised	9.0
Cost of raising	(0.4)
Total capital raised net of costs	8.6
Cash on hand as of 30 June 2019	3.7
Pro forma cash balance post-raising	12.3

Application of capital raised net of costs

Employment of staff	5.1
General operating expenditure	0.9
Working capital	0.9
Marketing & advertising	1.7
	8.6

Note: The \$9.0m placement includes approximately \$1.3m to be raised from director-related entities which will be conditional on shareholder approval which will be sought at the company's AGM in November 2019.

¹ 5 day VWAP is calculated up to and including 18 September 2019.

Indicative Timetable

Date (2019)	Item
23 September	Recommencement of trading
27 September	Settlement of placement (excluding director entities participating in placement)
30 September	Cleansing notice issued Issue of Placement Shares (excluding to director related entities)
1 October	SPP offer booklet despatched
2 October	Offer opens (14 day period)
21 October	SPP offer closes
25 October	Settlement of SPP
28 October	Allotment of SPP shares
29 October	Holding statements despatched and SPP shares commence trading
26 November	Shareholder approval of placement shares issued to director entities
27 November	Settlement of placement shares issued to director entities

The timetable is indicative only and the Company reserves the right to alter any of the above dates.

Company Board



David Williams
Non-Executive Chairman

David has 35 years' experience working with and advising ASX-listed companies. David is currently Chairman of Medical Developments International Ltd. (ASX:MVP), PolyNovo Ltd (ASX:PNV) and is Managing Director of corporate advisory firm Kidder Williams Ltd.



Sigal Pili
Non-Executive Director

Sigal has over 20 years' experience in senior finance roles across a range of industries, including tech, digital (ecommerce), manufacturing and engineering. Sigal is currently the Chief Operating Officer of Assembly Payments Pty Ltd. Prior to this, Sigal was the CFO of online marketplace Envato Pty Ltd for just under 8 years. Sigal has an MBA from Tel Aviv University and a BA (Economics & Accounting) from The Hebrew University of Jerusalem.



Philip Powell
Non-Executive Director

Philip has over 20 years' experience in investment banking. He spent 10 years in senior roles at financial services group OAMPS Ltd, and 10 years in audit at Arthur Andersen & Co. Philip is a non-executive Director of Medical Developments International Ltd (ASX:MVP) and PolyNovo Ltd (ASX:PNV).



Mark Armstrong
CEO and Co-Founder

Mark is an experienced real estate professional, Certified Practising Accountant and a Co-Founder of RMA. Mark holds a Bachelor of Business (Accounting) from RMIT University and is a member of the Australian Institute of Company Directors.



Edward van Roosendaal
CTO and Co-Founder

Ed has more than 14 years' industry experience and leads the strategic direction for the Company's Product and Technology teams. Ed holds a Bachelor of Information Technology from Swinburne University of Technology and is a member of the Australian Institute of Company Directors.