26 November 2019

ASX ANNOUNCEMENT

Chairman's and CEO's address to shareholders

<u>**Address by Chairman – Mr. David Williams**</u>

This year has seen RateMyAgent advance significantly in product and market development and penetration. It is also encouraging to see that our share price is now over our July 2018 listing price. This time last year our share price was $0.21c and today it is $0.28c with a market capitalisation of circa $115 million. I am happy that the fundamentals driving the share price are now being better communicated to the market.

Even more satisfying for me is that we have an Australian product that has now made significant in-roads into the real estate industry in Australia, New Zealand and the United States. RateMyAgent is proudly an Australian technology company disrupting how agents market themselves and how property owners choose an agent to sell their property.

A profession that has been widely distrusted can now stand behind real data on property prices and customer satisfaction. The most surprising thing to me and I am sure to most of you is how satisfied vendors are with their agent's performance. Average ratings of 4+ stars out of 5 are common.

RateMyAgent allows agents to manage their profile and to market themselves using all the social media platforms. It is not surprising that agents embrace and love the platform and technology we provide them. The following slide are some quotes from US agents


This satisfaction is reflected in the number of agents on our site. In Australia we have 33,000 agents and in the US 32,000 agents and climbing quickly.

We have turned on the revenue model in Australia and in FY19 revenues were $7.3m. Roughly a third of Australian agents on our site are covered by a subscription. Our target FY20 is to significantly increase the number of paying agents in Australia.

We will do this in Australia and the US by becoming more relevant to agents as we roll-out our full suite of products to help agents market themselves and help vendors find the best agent. The latest of these products is our relationship with Domain which allows our agent reviews to be seen on the Domain site. This gives our agents a quantum increase in the number of people looking at their profile over and above Google, Facebook and our site. In the full month since we launched with Domain 382,000 unique users have looked at over 36,000 agent reviews of over 8,000 different agents.

First Full Month of Domain 21/10 – 21/11
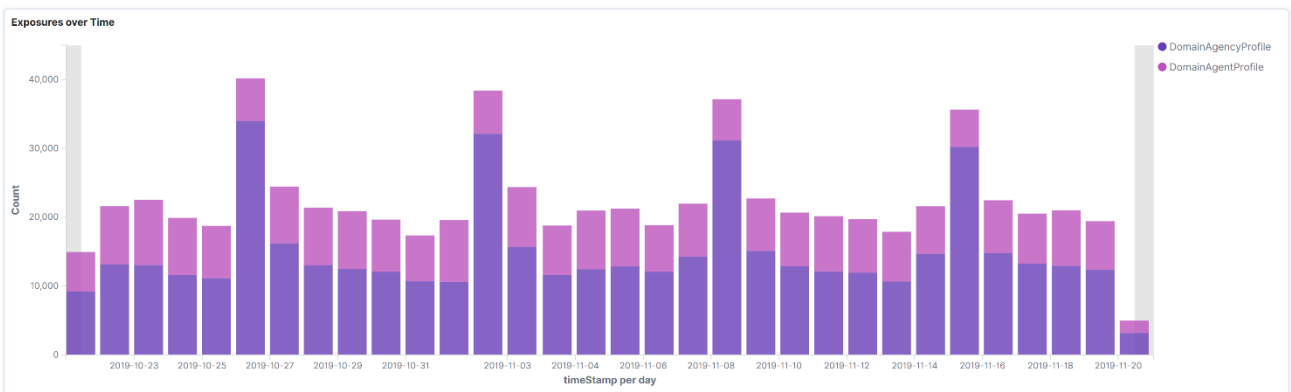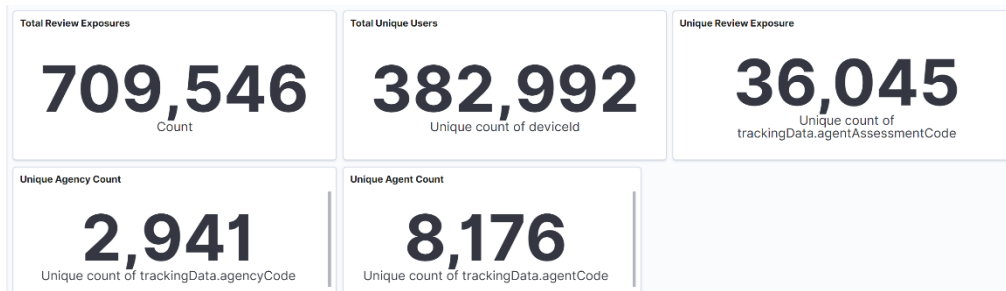
Today we have 69 staff in Australia and 10 staff in the US (none, last year). You should read this as 'the best is yet to come" because most of these new hires are recent and have a focused purpose tied to a business growth objective. For this reason, we expect our market penetration to increase in the near term, especially in the US.

The growth in the US business is very strong, in particular our name in California, Florida and Texas is now well known on the back of our relationships with various MLS. Mark will talk more about MLS and how they are helping to drive our US business. As you can see from the graph below, the growth rate in the US is much quicker than in Australia.

Agents on our Site in Australia, New Zealand and the US
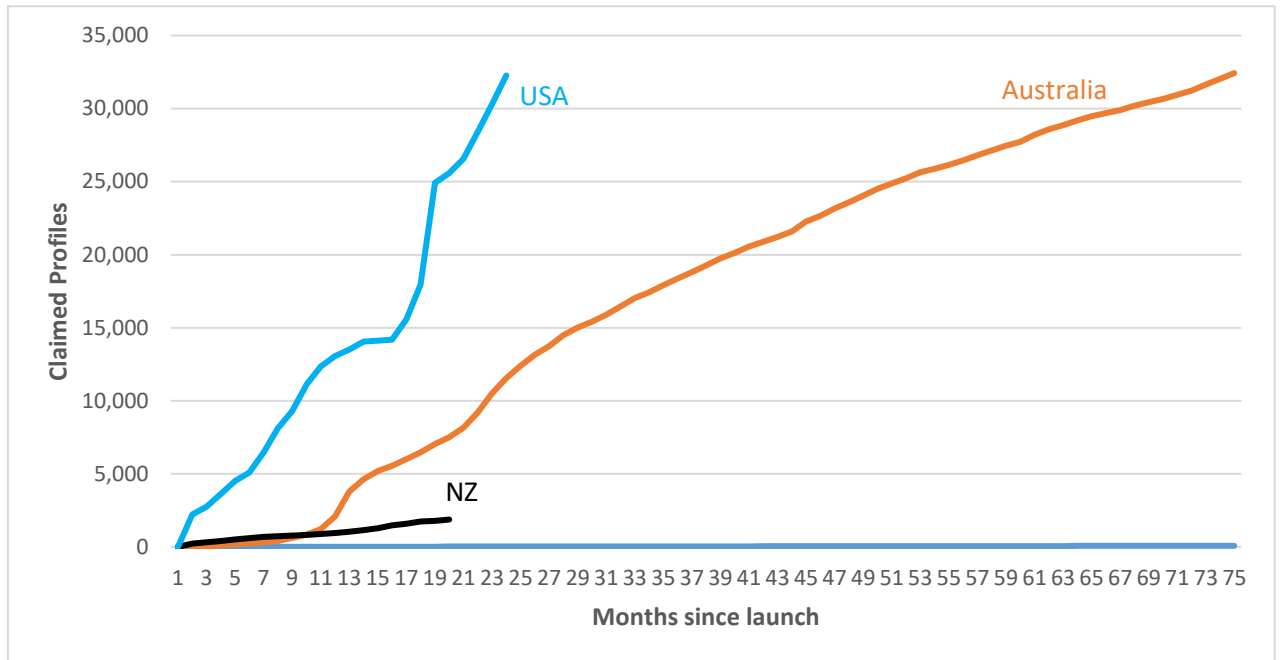
The following two graphs are heat maps of US agents on our site and reviews of those agents. We have a presence in all States, but a concentration in California, Texas and Florida. This bias is driven by population but also by the timing of our membership campaigns with various MLS.

US Claimed Profiles
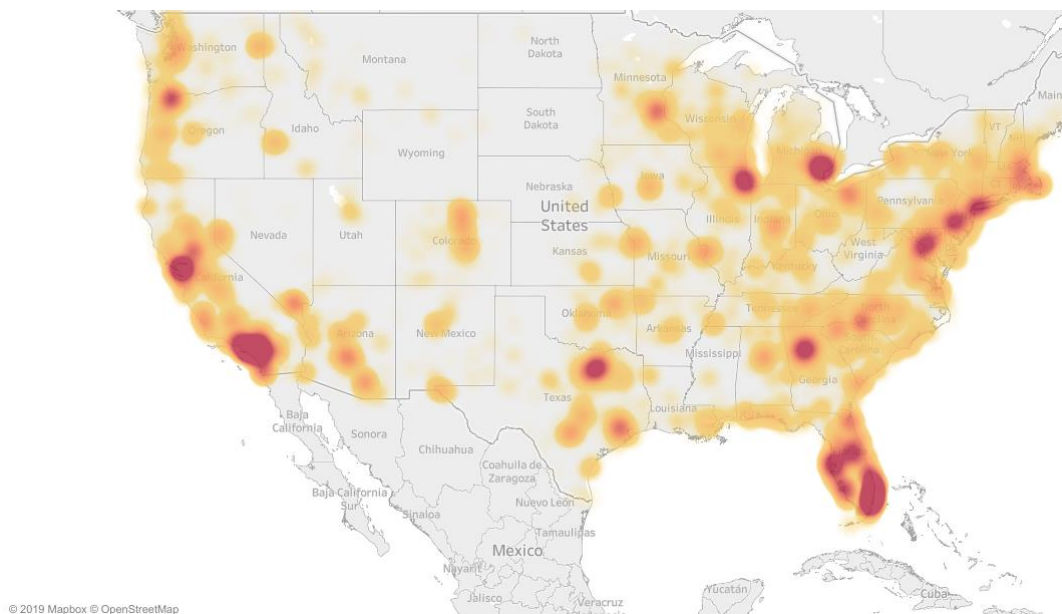
Reviews of US Agents
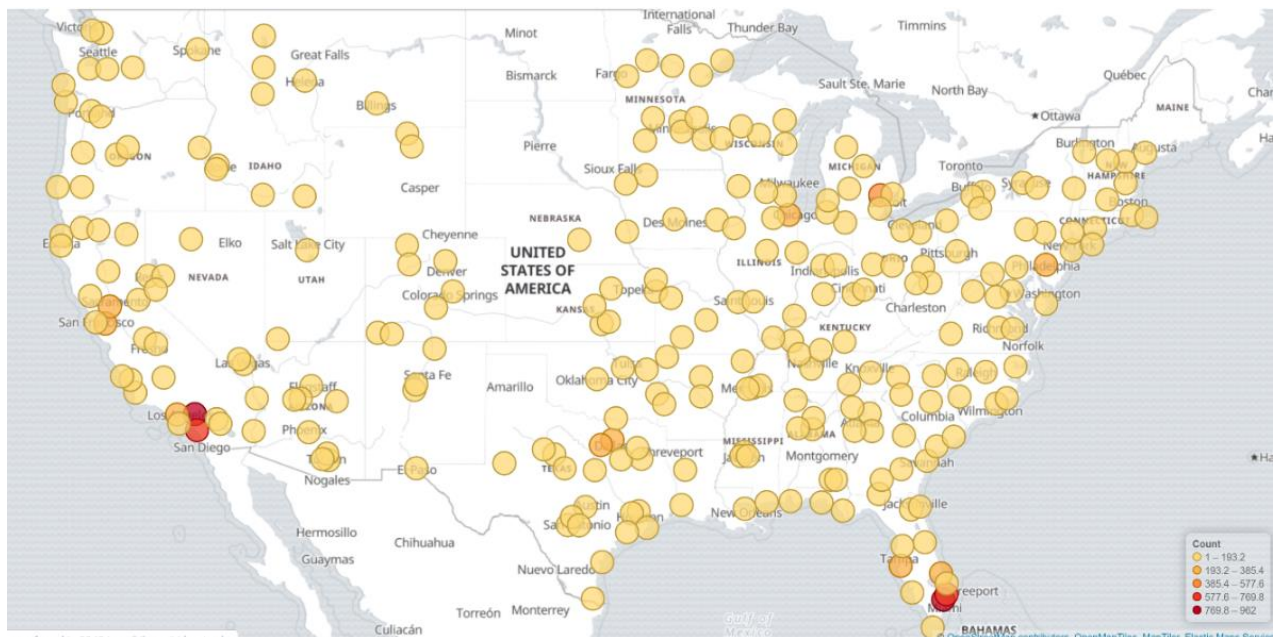
We now have agents and reviews in every State of the US. With 15,800 reviews. While our generic growth path is clear, there are some lumpy one-off growth opportunities that could super charge our market footprint.

The first is we are close to signing an Agency group with 200+ offices and 13,000+ agents who want their whole group on our platform and to use it to drive growth. The second is that an old platform with 1m plus reviews has agreed to allow agents to transport their reviews to our site.

Subject to our growth trajectory in the US we expect to turn-on the revenue model there before the end of FY20. There are already agents finding their way through our site and paying, so we are optimistic that when we officially open the payment gateway we will quickly gain paying users.

My confidence for the financial year ahead comes from our quick penetration of the US market and the number of agents there joining our platform. It also comes from hearing leading agents clearly articulate our value proposition on why RateMyAgent offers advantages as a marketing tool for putting their performance and profile in front of potential sellers and buyers of property.

Our ability to service and penetrate markets in the US, Australia and New Zealand is growing but we are not standing still. Once we have broken the back of the US we are likely to expand into Canada. As exciting as the RateMyAgent story is, we have world real estate markets in front of us.

Capital

With good profit margins and growing sales, we can quickly be profitable in Australia. However, our growth potential is large, our performance is strong, and large investors are encouraging us to aggressively pursue growth in agent sign-ups and market penetration rather than near term profits. Financing that growth requires a short-term focus on working capital but we have $7,390,000 in cash from our recent raising and feel we are well funded. If growth in the US continues at this rate and we turn on the revenue model towards the end of FY20 it should mitigate the need for new capital.

Summary

The year past has been highly successful, but FY20 will see a significant uplift in new agent sign-ups and customer reviews in the US and New Zealand. The year will be transformational if we do four things:

- prove we can continue to deliver a significant increase in new agents in the US;
- prove we can significantly increase the number of paying agents in Australia and in doing so, prove there is a strong latent demand for our products and services in other markets;
- turn on the revenue model in the US and show a strong initial take-up of paying agents; and
- show entry into one new market outside the US, Australia and New Zealand

Achieving these four objectives should underpin a successful FY20 and a rerating of our value.

Before finishing I would like to thank our dedicated and hardworking staff in Australia and in the US. They have bought into this journey with us, and their energy gives me and the board energy.

I will now invite Mark Armstrong, our CEO, to outline in more detail the year just passed and the year ahead.

Address by CEO – Mr. Mark Armstrong

Firstly, a big thank you to everyone attending, especially to our investors. Without your support, we would not be where we are today. Also thank you David for setting the scene for what I feel has been a fantastic year.

Australia

The Australian Real Estate Industry has recently experienced a significant correction. The volume of residential home sales decreased significantly in the last year with sales volumes in October 2019 down 10.5% compared to October last year.

These market headwinds had a knock-on effect with the number of active real estate agents in the market shrinking by 8.3% in the last financial year. Even during these difficult market conditions the RMA business model has remained robust with revenues increasing 19% to $7.1 million from $6.0 million in FY18.

The industry is showing signs of recovery with sales volumes increasing. As a lead-indicator for subscription revenues, this upward trend is expected to positively impact revenues in the current financial year.

The response by agents to our Everywhere Reviews campaign has been extremely positive with strong takeup of our new syndication products to Google and Facebook and very positive feedback around our syndication of reviews to Domain.

We have invested into better sales and service technology and have seen greater levels of retention and engagement from agents.

Equally we have started to further develop our consumer experience to help potential vendors find and choose the best agent more easily. It's early days but our organic traffic in Australia is up over 95% YoY.

Monthly sales with six month moving average, National

Decade average

YoY minimum of c.17.5% decline in June/July 2019

Year on year change in settled sales

National	-10.5%
Combined regionals	-11.5%
Combined capitals	-10.1%
Regional NT	-4.1%
Regional Tas	-12.3%
Regional WA	-2.1%
Regional SA	-2.7%
Regional Qld	-12.0%
Regional Vic	-15.3%
Regional NSW	-11.2%
Canberra	-9.2%
Darwin	4.2%
Hobart	-7.1%
Perth	-4.5%
Adelaide	-3.6%
Brisbane	-13.3%
Melbourne	-15.9%
Sydney	-6.8%

Source: CoreLogic Housing Market Update – October 2019

USA

Our strategy in the US, like Australia, is to build up a database of agents, convert these to claimed profiles then build agent profiles with reviews. The revenue model is turned on once agents have a viable number of reviews to make subscription products relevant.

Obtaining consistent transaction data can be challenging. RMA has addressed this through partnering with Multiple Listing Services ("MLS"), which are real estate data aggregation services. This also lends credibility to RMA by levering members' existing relationship with the MLS.

To date, we have launched with 12 MLS, including 3 of the largest MLS' in the USA, with a further 5 launches planned in the next few months. So far, over 32,00 agents have claimed their profiles and received 15,800 reviews.Our key beachhead markets of California and Florida, two key states in terms of property transaction volumes have progressed rapidly, reaching very high levels of data coverage from some of the country's biggest MLS's. This is reflected in the chart below and means we can focus on accelerating agent usage as we have a more complete view of their transactions.
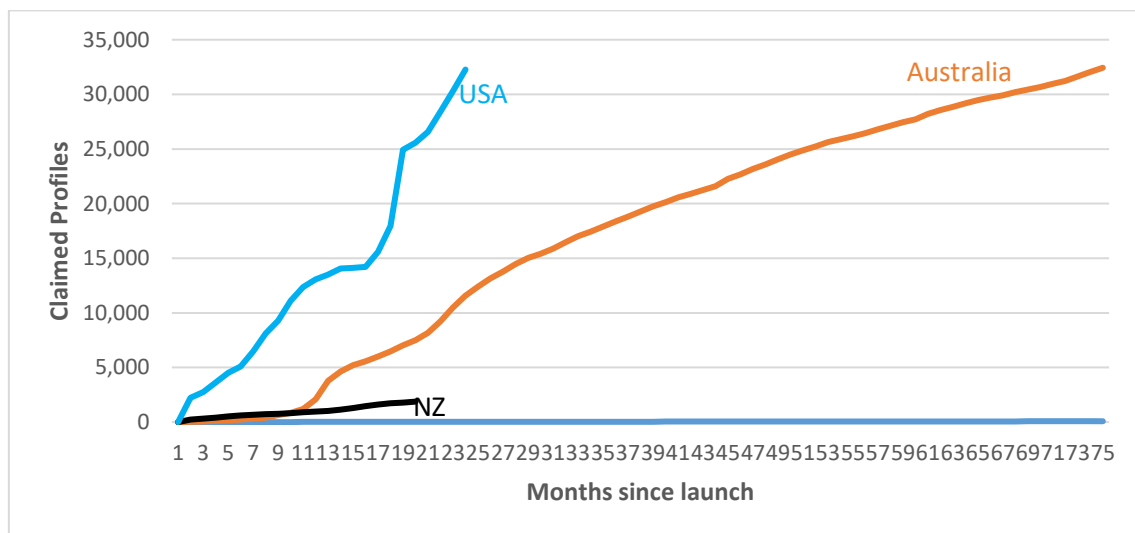
Reviews, and the data obtained in the review process, remain the backbone of our value drivers to agents and consumers. To facilitate the review process and improve data quality further, RMA has a number of initiatives in progress in the US and Australia, which includes:

1. Transaction Management System integration: RMA is in the process of enabling an API integrating with the transaction management systems ("TMS") used by agents and brokers. This will allow RMA to obtain property transaction data earlier in the process, and enable the automation of the review generation process.

2. Review aggregation: RMA has started the process of importing reviews from other platforms. An integration with RealSatisfied has been released and will enable all real estate agents with RealSatisfied reviews, estimated at approximately 1.2M reviews, to be imported to RMA.

3. Review Syndication: RMA has launched our Everywhere Reviews campaign that means agents need to only request a review once from their customer and this review is shared on multiple platforms. Integrations with Domain, Google and Facebook reviews and Google posts have been released with more partnerships in the pipeline.

The revenue model is going through early testing and we anticipate turning it on toward the end of FY20.

New Zealand

Traction for RMA products in New Zealand was initially slow, but accelerating through continued focus. Revenues grew consistently month-on-month such that October revenues are 500% higher than in October 2018, albeit off a low base. Most of this was achieved in the last 5 months.

Investment in people

We have a great service offering that we continue to develop and improve. All this would not be possible without the incredible people working at RMA. We invested heavily in building depth into our leadership team, who are supported by strong delivery teams and this is starting to pay off in the breadth and quality of services coming to market.

To support our US customers and accelerate sales we also established an office in California, currently staffed by ten employees, which will grow in line as the business needs.

Conclusion

Thank you to all our investors and employees for their continued belief and support in RMA. This is a team effort and I am proud of what we have achieved and excited for what we will achieve in the future.

For further information, contact:

Mark Armstrong	David Williams
Chief Executive Officer	**Chairman**
Mobile +61 414 384 142	Mobile +61 414 383 593
mark@ratemyagent.com	dwilliams@kidder.com.au

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:

Mark Armstrong	David Williams
Chief Executive Officer	Chairman
+61 414 384 142	+61 414 383 593