

ASX Announcement

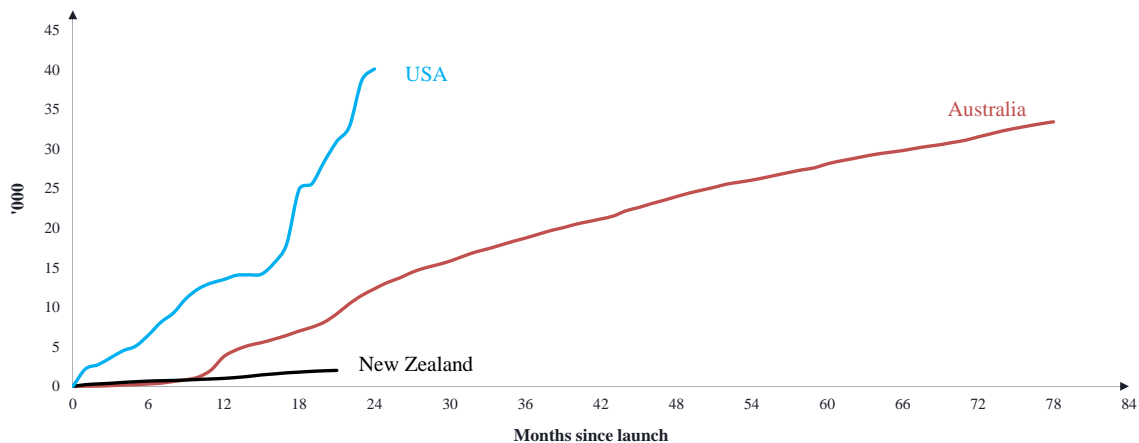
31 January 2020

Significant increase in US Real Estate Agents on RateMyAgent.com

RMA reports that its momentum in the US is very strong and that it now has over 40,000 US real estate agents on the RateMyAgent.com platform and who have so far accumulated over 19,000 reviews. These numbers are up from c.31,000 agents and c.14,500 reviews respectively in the Company’s November 2019 ASX release.

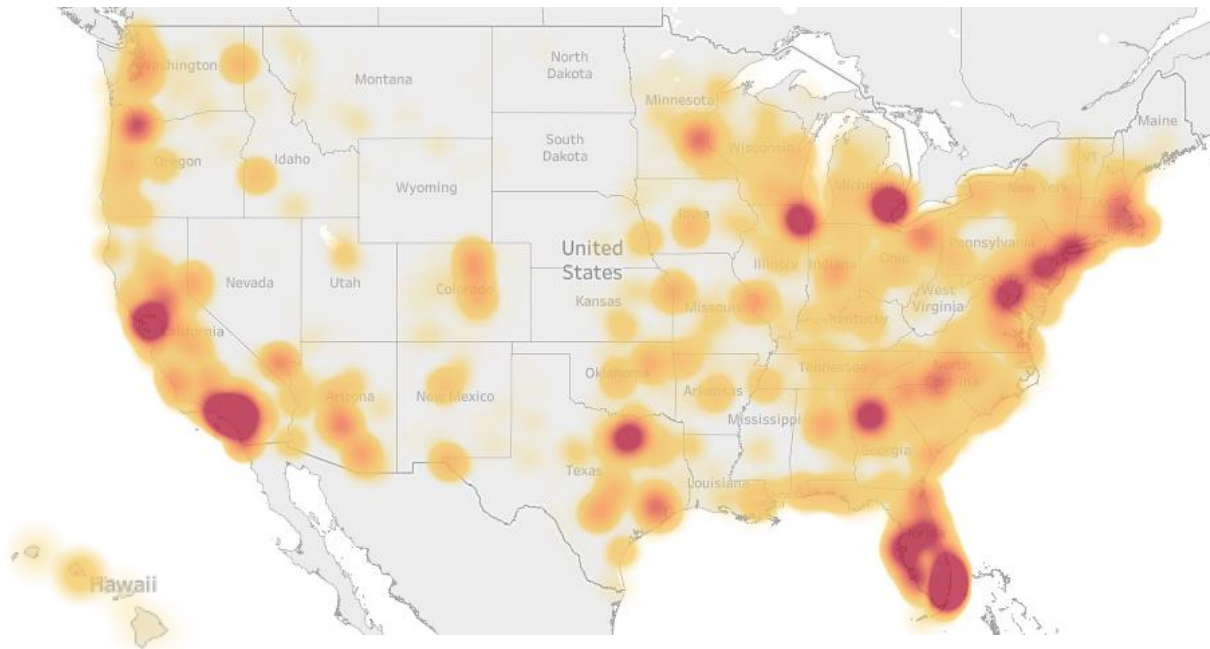
Mr. Mark Armstrong, the Managing Director, said, “We are delighted with our progress in the US. Given the population differences it is not meaningful to say we have 40,000 US agents on the site compared with 33,400 agents in Australia. However, what is meaningful is the higher growth rate in the US compared with Australia (see graph below)”

Mr. Armstrong said, “The higher US growth is partly attributable to the relationships we are building with Multiple Listing Services and the assistance they provide us in agent recruitment.”

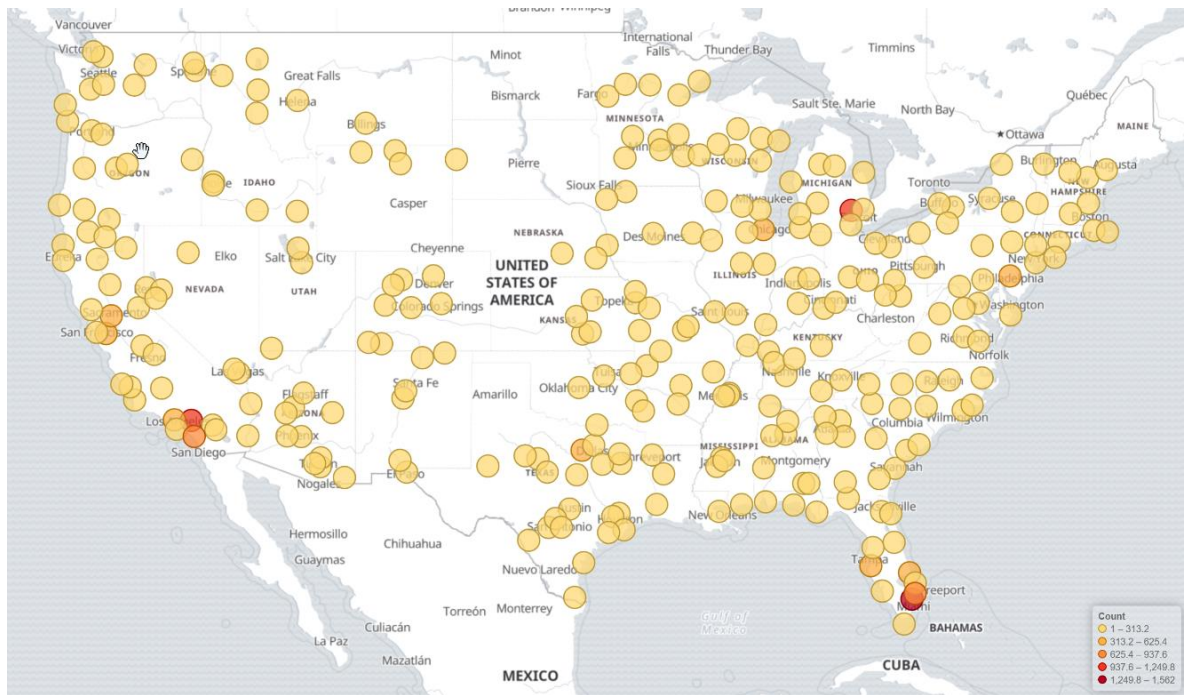


The heat maps below show the geographical reach of RateMyAgent.com in the US. Mr. Armstrong said, “We have been concentrating on penetrating California and Florida where we are strong and getting stronger. Notwithstanding, the Company already has agents with reviews on the platform in almost every State of the US. Over the next few months we will expand our focus to Texas, the North East and Carolina. “

Agents who have claimed their profile on RateMyAgent.com



Reviews of Agent performance by buyers and sellers of real estate



The Chairman of RMA, David Williams, said, “While the US penetration is impressive, we still have work to do getting to what we consider a critical mass in the US. Our objective is to get to 100,000 agents on the platform as quickly as possible. Having said that, we are not waiting to pass this hurdle and we will start showcasing our paid products and services to agents in the very near future.”

Mr. Armstrong said that, “In anticipation of further agent growth and promoting our revenue generating products, the Company has been expanding its management team in the US.”

<https://www.RateMyAgent.com/blog/post/RateMyAgent-continues-to-stack-its-leadership-bench>

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About RMA Global Limited

RMA is an online digital marketing business providing extensive data on for-sale and sold residential property, sale results for individual residential real estate agents and agencies, as well as reviews of agent performance from vendors and buyers of residential real estate. This data can be used by agents to build their profile to market themselves, or by vendors to compare agents and find an agent or agency to sell their property.

RMA currently operates in Australia, New Zealand and the USA.

About RateMyAgent

RateMyAgent is an Australia-based review platform now expanding rapidly in the United States. In Australia, RateMyAgent is used by agents who sell 80% of property across Australia and get reviews for 1 in 3 homes sold nationally.

RateMyAgent launched in the United States in 2018 and has partnerships with MLS's from Florida to California, including CRMLS, the country's largest MLS. RateMyAgent is the first review platform to be included and endorsed by the National Association of Realtors® 2019 NAR's REACH Accelerator Program.

More information about RateMyAgent can be found at www.RateMyAgent.com

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 USA.

RMA has contracted with a number of the largest MLS in California and Florida to use their agent membership to show RateMyAgent.com to agents.