

A heatmap overlay on a map of the United States and Mexico. The map shows state boundaries and names. The heatmap uses a color scale from light yellow to dark red to indicate the density of RMA agent reviews. High concentrations (dark red) are visible in California, the Northeast corridor (from New York down to Washington D.C.), and Florida. Other notable concentrations (orange to red) are in the West (Oregon, Washington), the Midwest (Illinois, Michigan), and the South (Texas, Georgia).

**rmaglobal**

# Canaccord Investor Presentation

30 June 2020

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# Highlights

## **RMA is a platform to promote real estate agents' profiles and connect them with vendors**

### **Market leading position in Australia**

- 36,000 agents on the platform.
- 81% of properties sold in FY20 sold by agents with a claimed RMA profile.
- Published over 797,000 verified reviews.
- Growing paid subscriptions and other revenues:
  - New products (Google / Facebook);
  - New alliances (Domain); and
  - New revenue streams (Mortgage broking).
- 40% of agents with an active RMA profile are under a subscription.

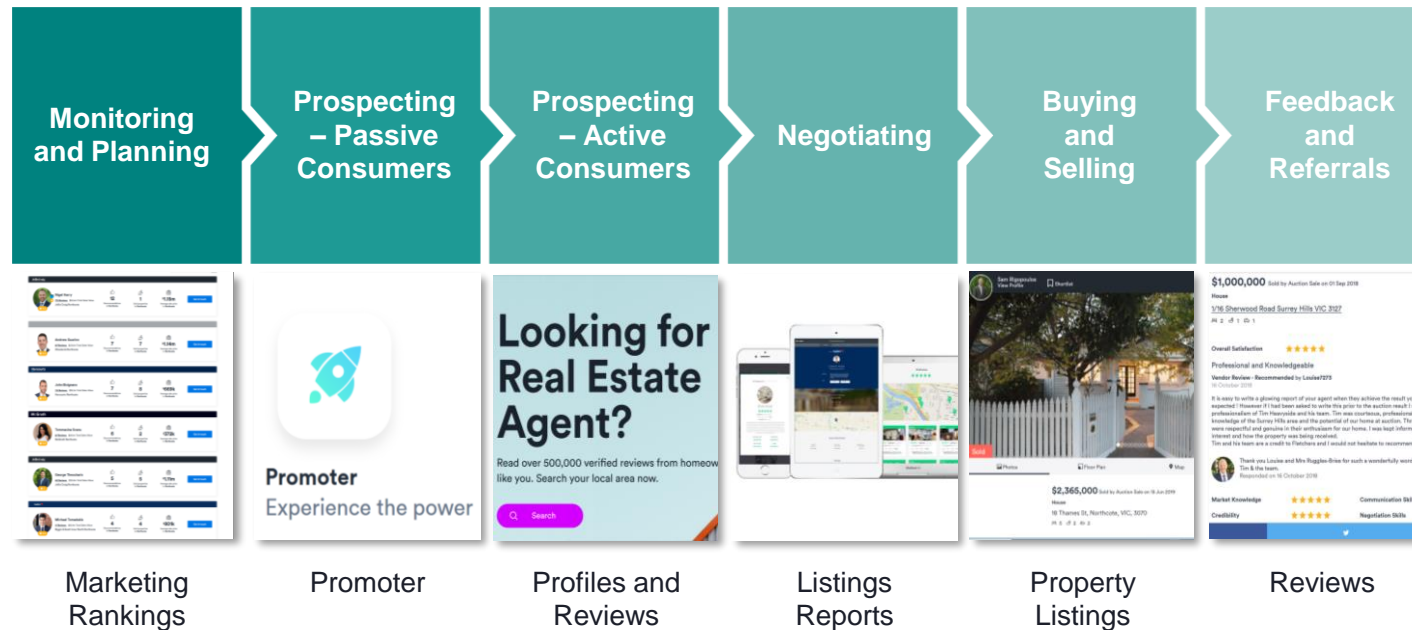
### **Highly differentiated position in the US**

- 55,800 claimed agents (already exceeds Australia and growing).
- Partnerships with 21 Multiple Listing Services (MLS) (430,000 agents), including the largest, providing access to transaction data and agents.
- MLS provide a platform for getting agents on to RMA platform.
- Agencies signing direct feeds.
- Growth in review volumes; 27,200 direct plus other platforms.
- Revenue model now turned on.

### **New Zealand growing quickly**

# RMA promotes the profile and performance of agents.

*RateMyAgent Products Across the Sales Cycle*



**Verified consumer reviews** are the core of RMA's proposition.

# RMA connects vendors with the best agents

## Property transactions are unfamiliar, important and stressful

- Most people buy and sell a home only once a decade
- Housing is 30% of all US household wealth
- Agents' role is crucial

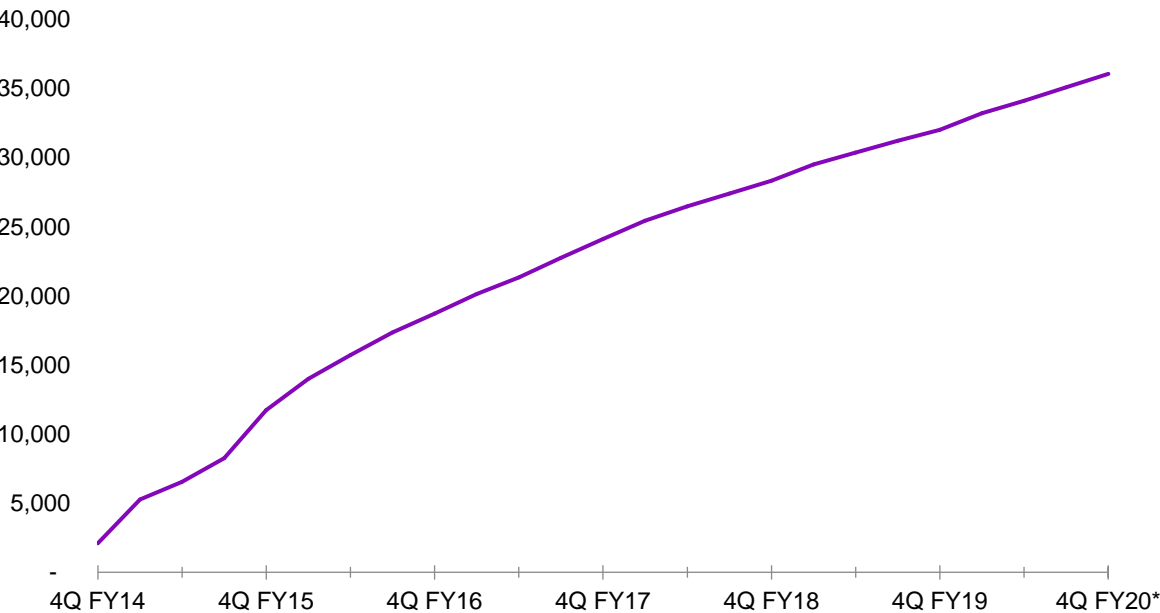
## Choosing an agent can be difficult

- >1m agents in US, >35K in Australia and > 5K in NZ
- Quality of agents is uncertain and hard to demonstrate (lack of independent data)
- Only 11% of vendors think agents are trustworthy

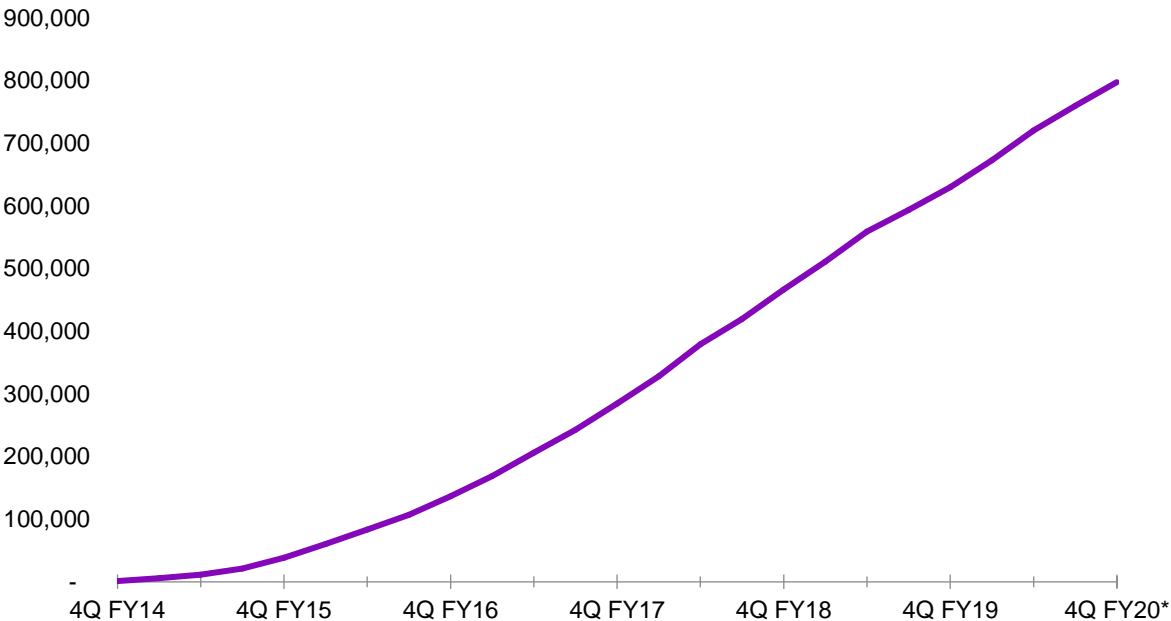
**Australia**

# Growth in reviews and profile claims

Profile claims

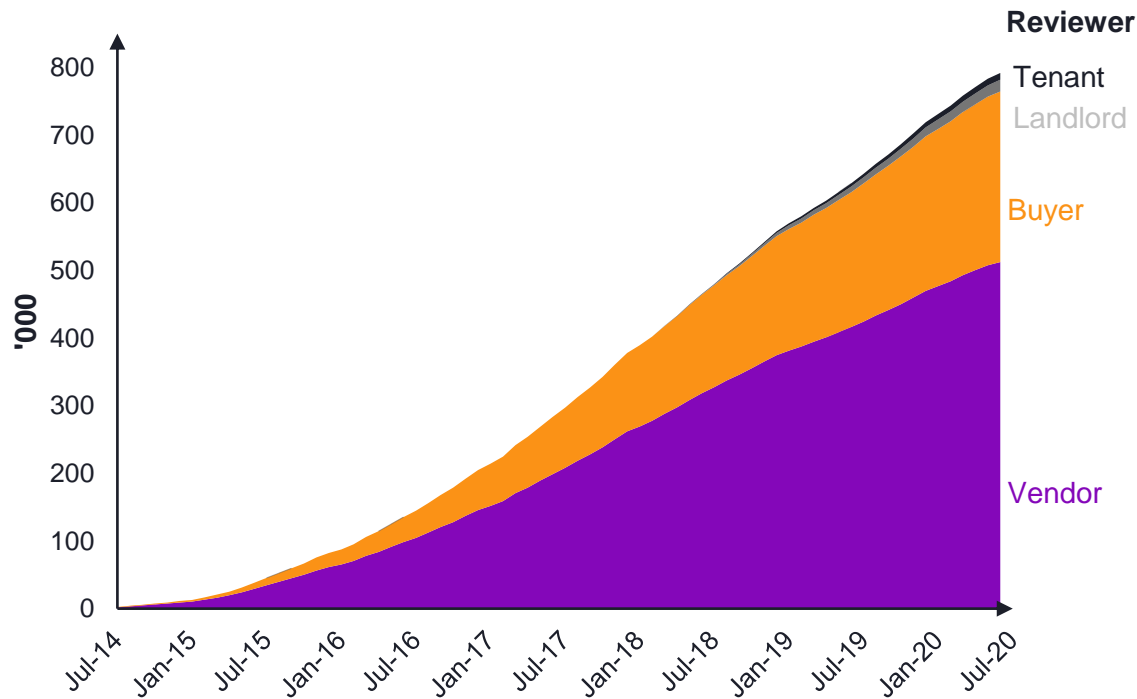


Reviews



# In Australia, RMA consolidates its market position

## Reviews on RMA platform (Australia)



## Market leading position

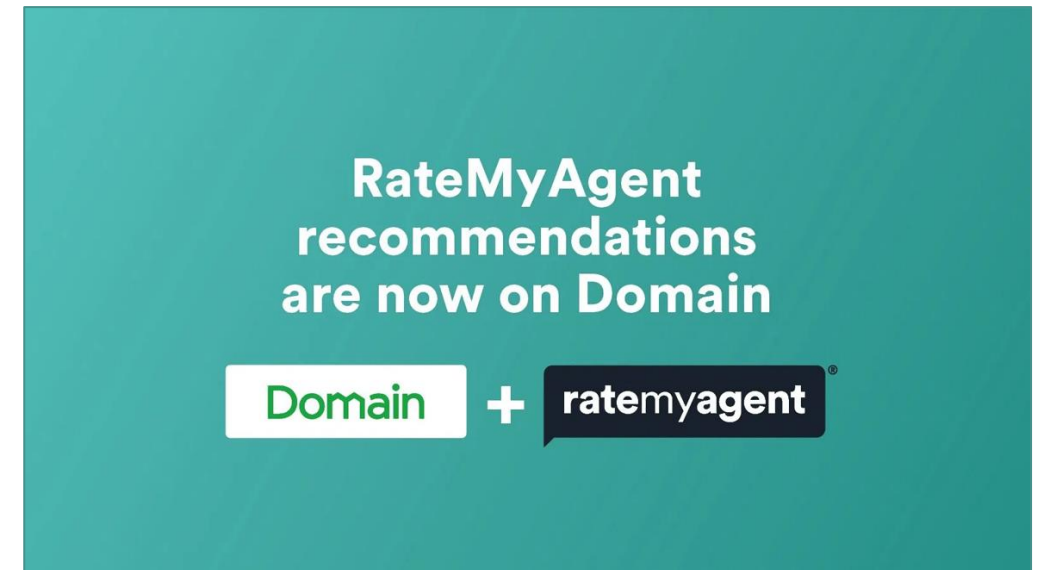
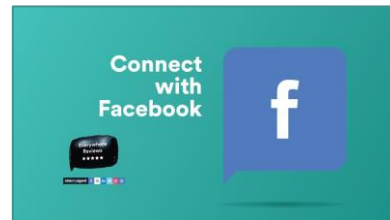
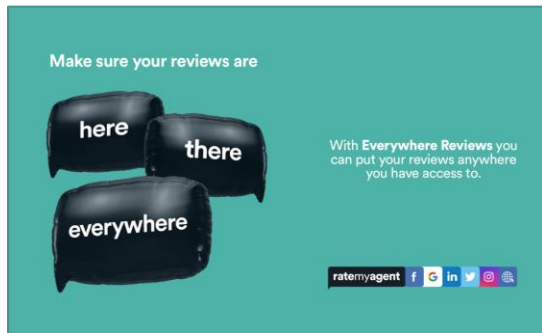
### Strong market engagement

- 36,000 claimed profiles
- Over 797,000 verified reviews
- 81% of properties sold in FY20 were sold by agents with an active RMA profile
- 40% of these agents held a subscription.

# Audience reach for RMA's agents has significantly expanded

**'Everywhere Reviews':** agents can display RMA reviews on websites including Google, Facebook and Instagram.

**API syndication with Domain:** agents with a RMA subscription can display their reviews on Domain (>17m visits per month)



# Other revenue streams – Mortgage Broking

- We launched reviews for Mortgage Brokers in May 2020 in Australia
- Leverages our existing tech stack for minimal investment to open up a new market and revenue line
- Logical progression in the value chain to better build trust for consumers in their property journey
- Immediate highly positive uptake from brokers with no similar competitive platform
- Review is uniquely linked to the property financed
- Circa 15,000 brokers in Australia – we estimate there are over 600,000 in the USA as a potential future market

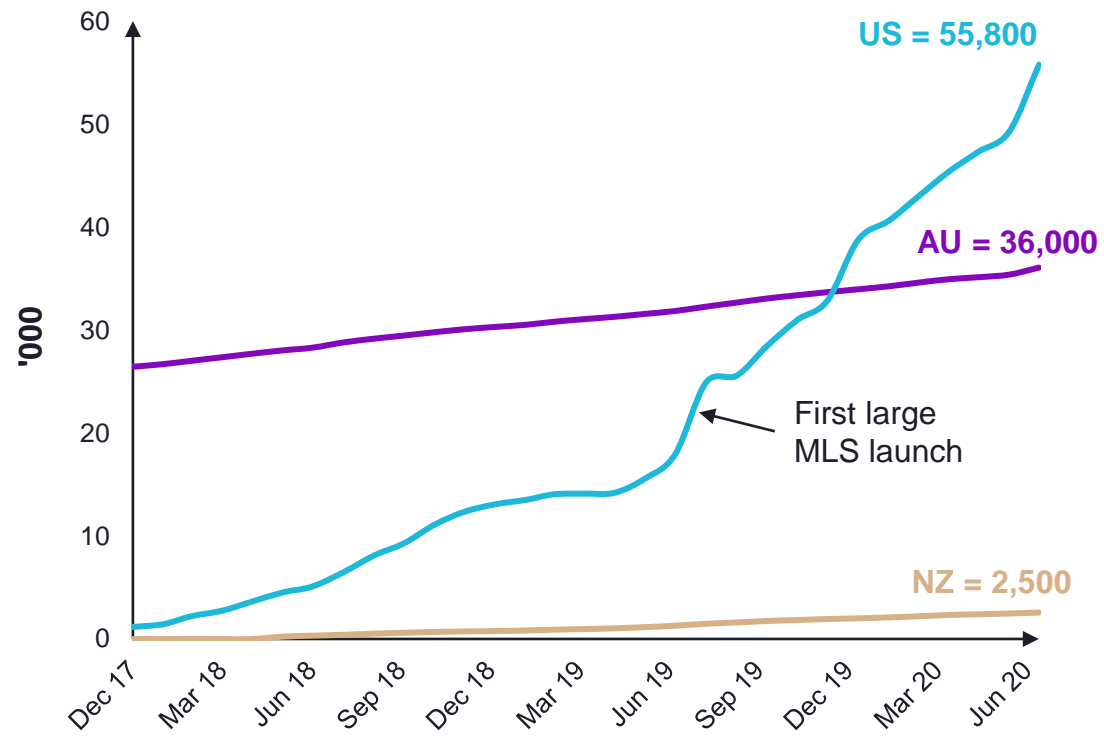
The screenshot displays the 'ratemyagent' website interface. The top navigation bar includes 'Sales', 'Leasing', and 'Mortgage Brokers'. The main profile is for 'Damien Roylance', a 'Mortgage Broker' with 'ENTOURAGE' as the company. Below the profile picture, there are buttons for 'Email' and 'Phone'. A section titled 'About Damien' features a large green graphic with the text 'BUYERS ADVICE' and 'The Way to the spring property market.' Below this, it says 'Meet the award winning Entourage Group.' and 'We believe in giving quality advice and are the experts when it comes to finance, property, legal, wealth and financial wellness. We also have our own entourage of experts to provide advice on taxation and estate planning.' A 'Show More' link is provided. The 'Contact Information' section is at the bottom. On the right, a 'Reviews' section shows 16 reviews. Four reviews are visible, each with a star rating, a date, and a 'New Purchase Recommended' badge. The reviews are for properties in New South Wales, Victoria, and New South Wales.

Review	Rating	Date	Property
Highly professional and personal se... Damien provided a complete, comprehensive and personal experience throughout our fin... <a href="#">read more</a>	★★★★★	4 days ago	7 Harkness Street, Woollahra New South Wales 2025
The best in the business Damien and his team are simply the best in the business. We have a complicated struct... <a href="#">read more</a>	★★★★★	17 days ago	11 Campbell St, Kew Victoria 3101
The best in the business I have been working with the Entourage team for over five years and have always been highly... <a href="#">read more</a>	★★★★★	23 days ago	11 Munro St, Armadale Victoria 3163
Irreplaceable, professional, approa... I have learnt on Damien a number of times over the years, including most recently on the big... <a href="#">read more</a>	★★★★★	23 days ago	40 Nanson Road, Altonhams Victoria 3078

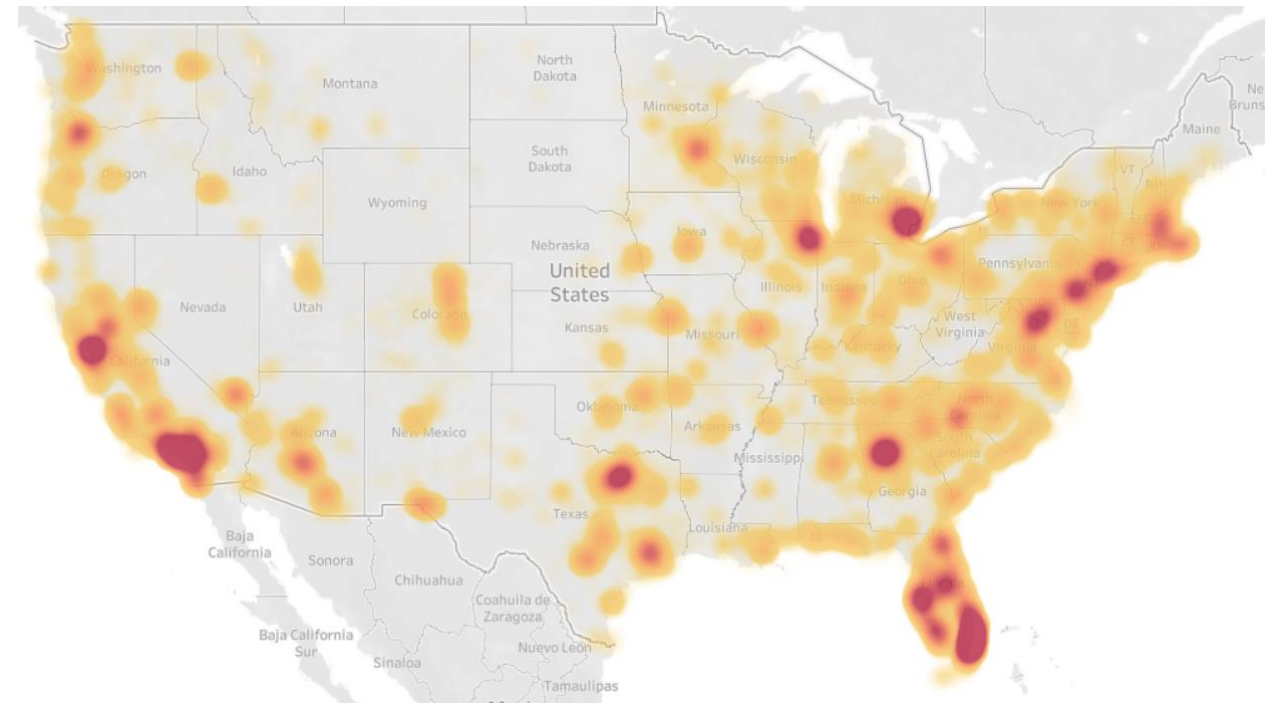
**USA**

# US claimed profiles exceed that in Australia. Target 100,000 profiles by end of CY20

## Agents with claimed profiles

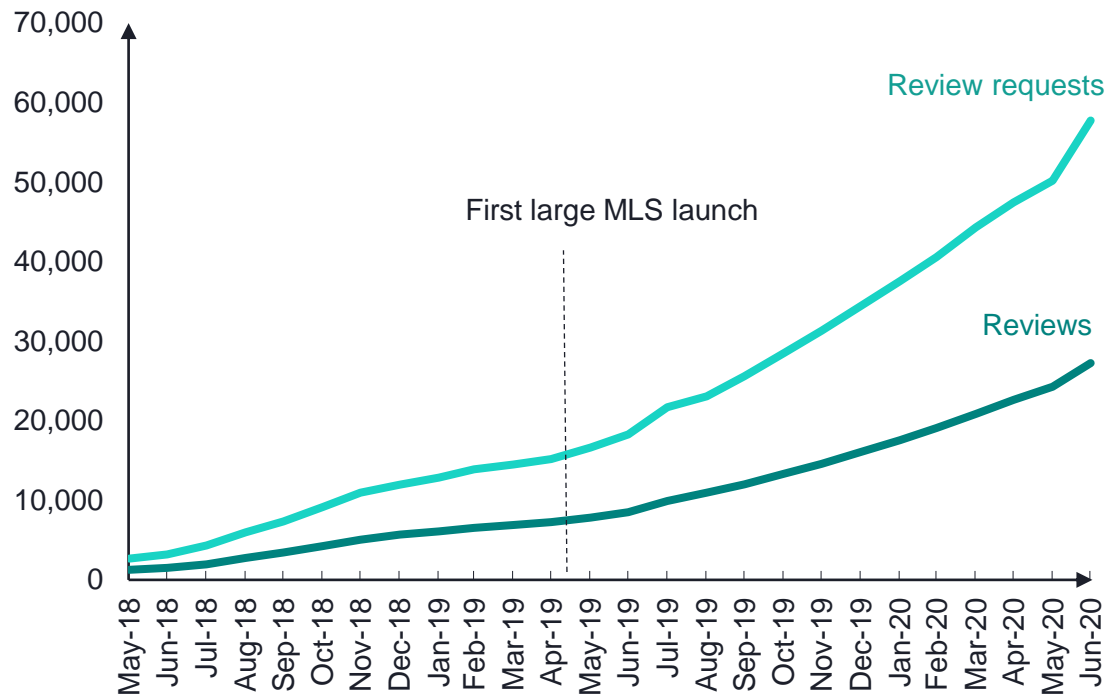


## Distribution of claimed profiles in US



# US review volumes accelerating

## US cumulative reviews and requests

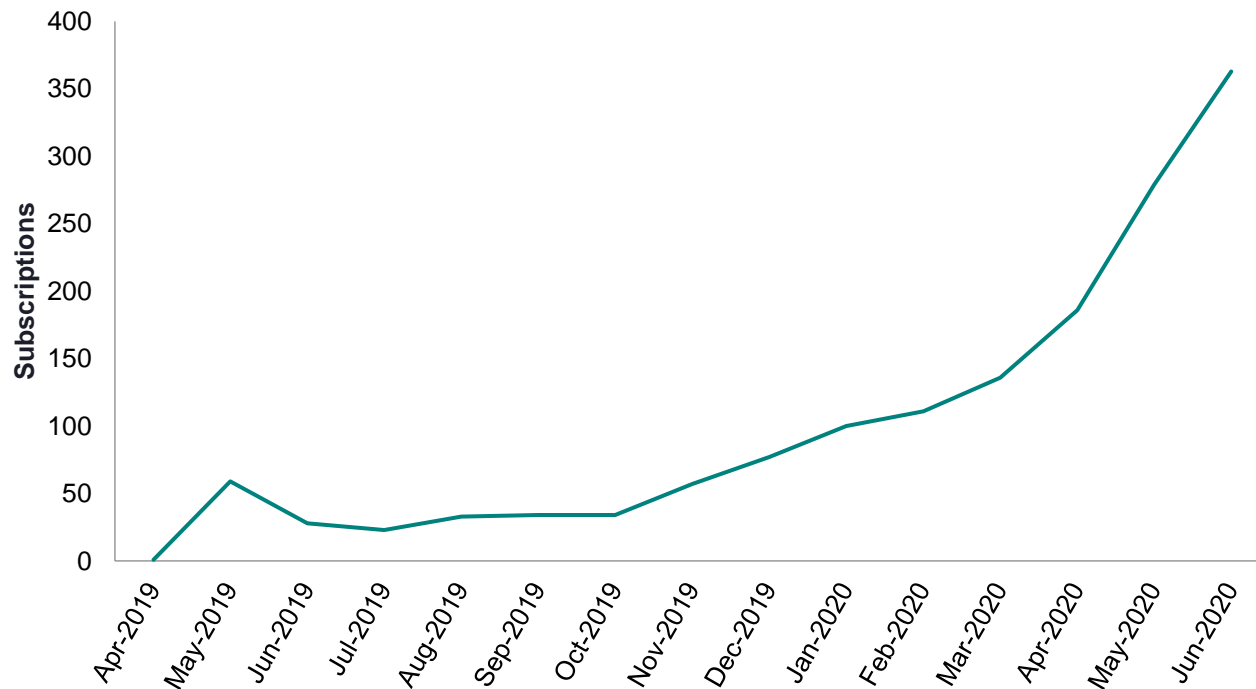


## Review growth strategy

- Automated “one-click” reviews through integration with brokerage transaction management systems in 2020
- Importing external verified reviews through API



# US subscriptions growing rapidly despite Covid

## US Subscriptions



- Subscription sales from March 2020
- Majority of new subscription sales are prepaid annual subscriptions
- Initial focus on agents to test value proposition - now shifting to higher value to Brokerages and Real Estate teams
- Positive subscription uptake from California and Florida, particularly with our high level of MLS coverage
- Also focused on Franchise level sales with Realty One signing a data share agreement to give higher quality data access to over 15,000 agents
- Partnership program focused on Transaction Management System (TMS) integration to get closer to the sale and ability to generate reviews automatically for users

# US has ~25x more active agents than Australia

			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
Agents with transactions in last year	670k-760k	29K	23-26

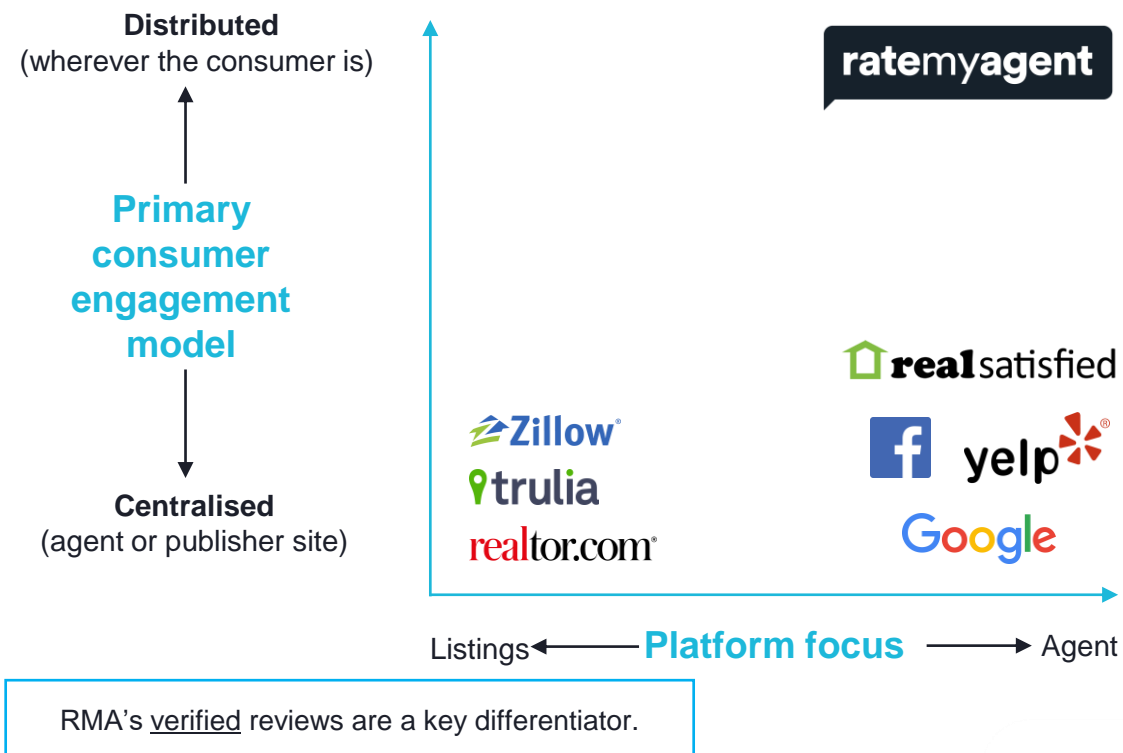
# RMA has a highly differentiated position

## US market has positive dynamics

- Agents act for both vendors and buyers
- Agents typically operate independently and personal branding is paramount
- Nature of data systems and influence of industry associations create opportunities for rapid growth through partnerships

## RMA's positioning

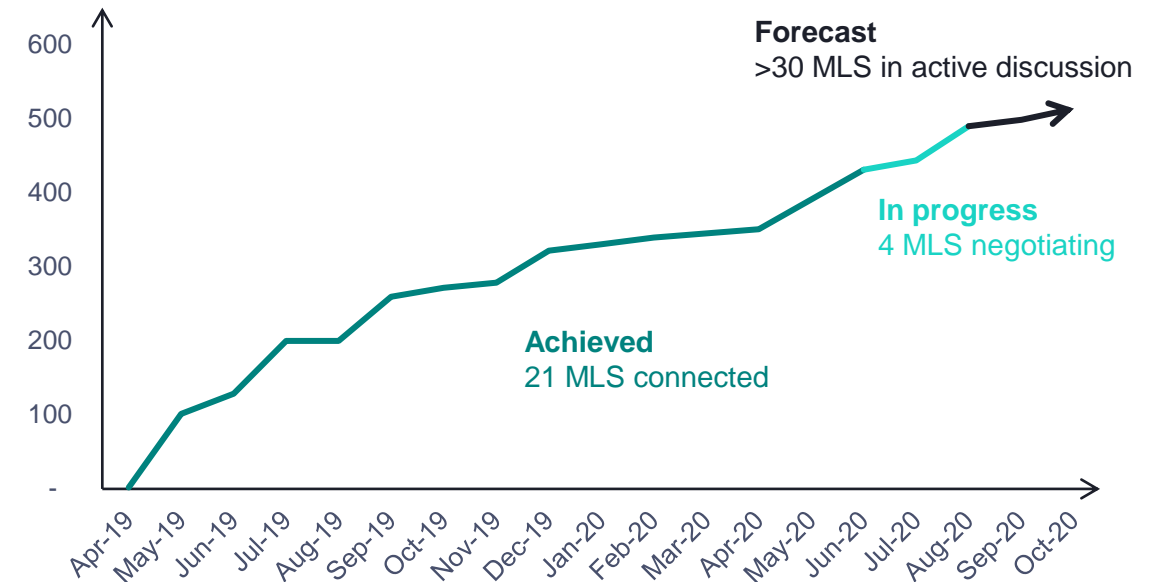
- RMA collects data that has an agent focus (e.g. reviews) which is distributed through multiple channels enabling greater consumer engagement and agent control.



# MLS rollout underpins US growth

- MLS are data aggregation services for agents that facilitate communication and transactions
- Agents upload data on all current and historic listings, which is then available to other agents
- All agents belong to at least one MLS, and they often look to their MLS for guidance
- There are several hundred MLS, with most focusing on specific geographies
- So far, RMA has signed agreements with 21 MLS, including several of the largest MLS in States such as California and Florida, with a combined membership of over 430,000 agents.
- These agreements provide RMA with detailed transaction data, and the opportunity to directly market to MLS members

## Number of agents connected via MLS<sup>1</sup>



Number of connected agents in US is already ~12x the entire Australian market

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

# 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

# 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 Pilli**  
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. This includes 8 years as CFO of online marketplace Envato Pty Ltd. 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), PolyNovo Ltd (ASX:PNV) and BARD1 Life Science Ltd (ASX: BD1).



**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.

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