

ASX Announcement

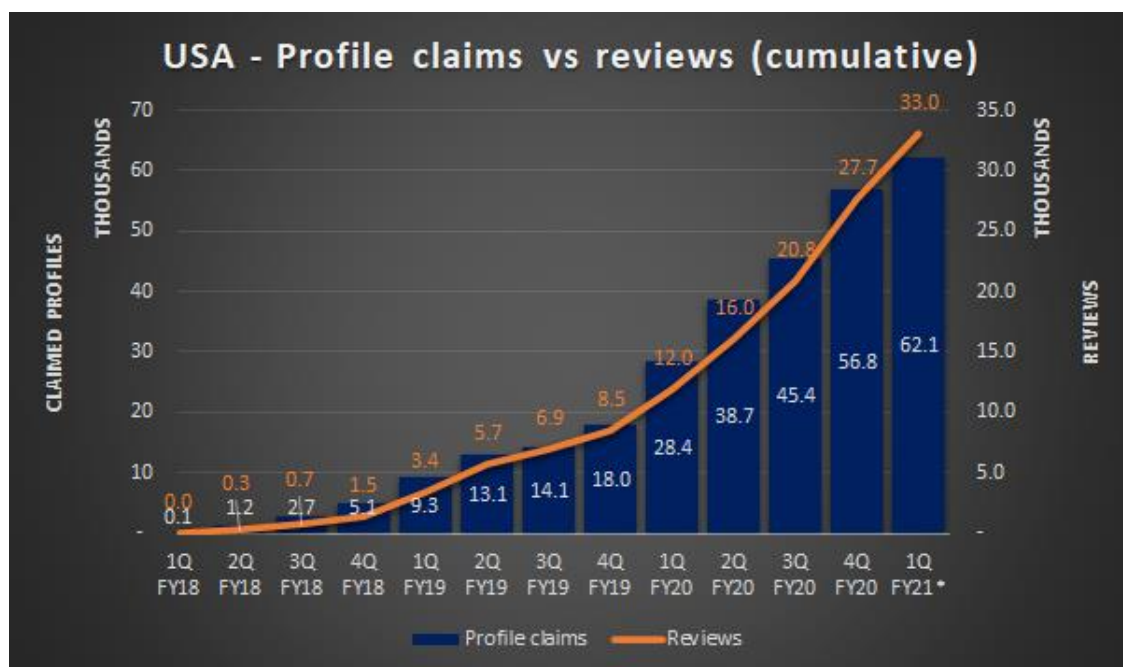
31 July 2020

US penetration accelerating

60,000+ US agents on platform

Target 100,000 by end December

RateMyAgent is pleased to announce that its US entry is strong and accelerating and that over 60,000 real estate agents have now joined the RateMyAgent.com platform. So far, these agents have collected over 35,000 reviews of their performance, with 3,200 reviews collected in June and 5,200 in July. This is up from the c. 40,000 agents on the platform and 14,500 reviews on 31 January.

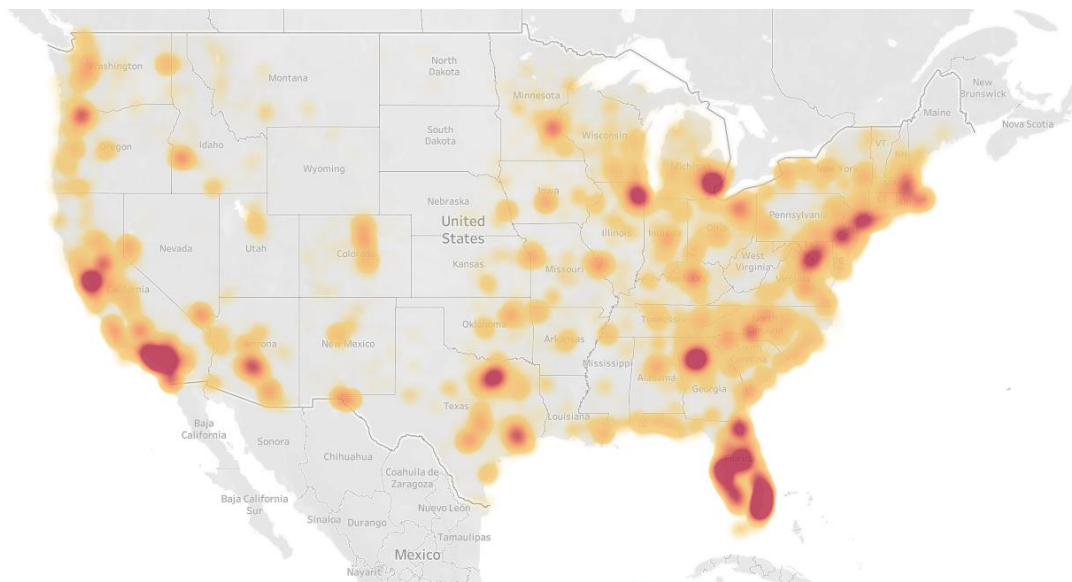


The acceleration in take-up is attributed to the growing awareness of RateMyAgent in the US and the success of a new onboarding process, introduced in late June. That enables agents to more

easily claim their profile and join the platform and initiate review collection. Three times more agents requested reviews in June compared with the previous month. This new process will be used going forward for new agent onboarding and will also be used to revisit MLS database we have previously offered.

The heat map below shows the geographical reach of RateMyAgent.com in the US.

Agents on the RateMyAgent.com platform

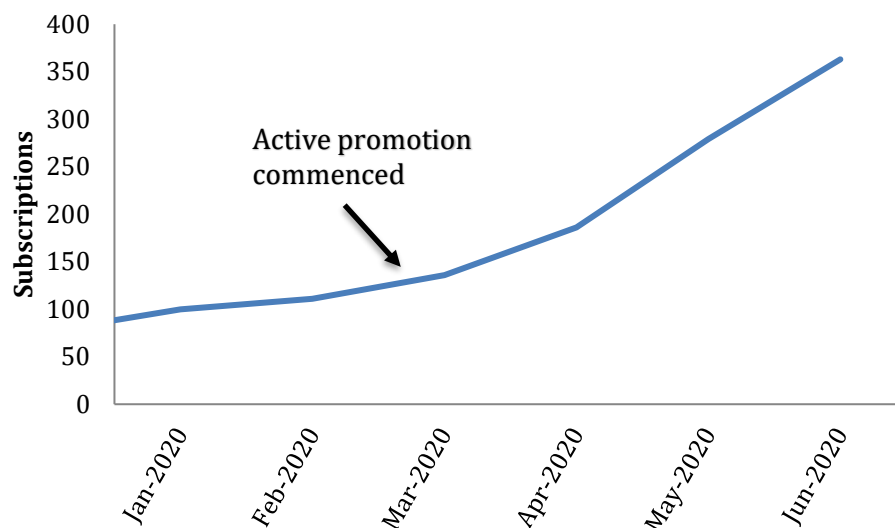


With significant agent engagement in California, Texas and Florida, the company commenced the active promotion of subscriptions in the US in March. Prepaid cash subscription revenues doubled each month between February and May, but June growth was slower and hampered by Covid-19 and political uncertainty. Current subscription promotions are focused on individual agents, with subscriptions for teams, offices and brokerage to commence now.

The Chairman of RMA, David Williams said “Our near term objective is to get to 100,000 agents on the platform as quickly as possible and we are targeting end of December 2020.”

The revenue model is now open and US agents are subscribing following a sales pitch. However, work is being done to enable organic subscribing.

US Subscriptions



The CEO, Mark Armstrong said that, “We are delighted with our recent progress in the US in attracting agents to our platform. The significant increase in reviews also shows that agents are engaged in actively improving their profile and using our platform to market themselves”

The Chairman, David Williams, said, “We have turned on US subscription revenues and the early results off a nil base are encouraging. Our MLS relationships have helped drive our claimed agents to over 60,000. We are hoping for exciting US growth in FY21 in agents, reviews and revenue.”

Australia and New Zealand

New agents joining the platform in Australia was stable at just over 950 per quarter. The RMA Australia platform now has 36,000 claimed profiles and those agents have collected 810,000 reviews.

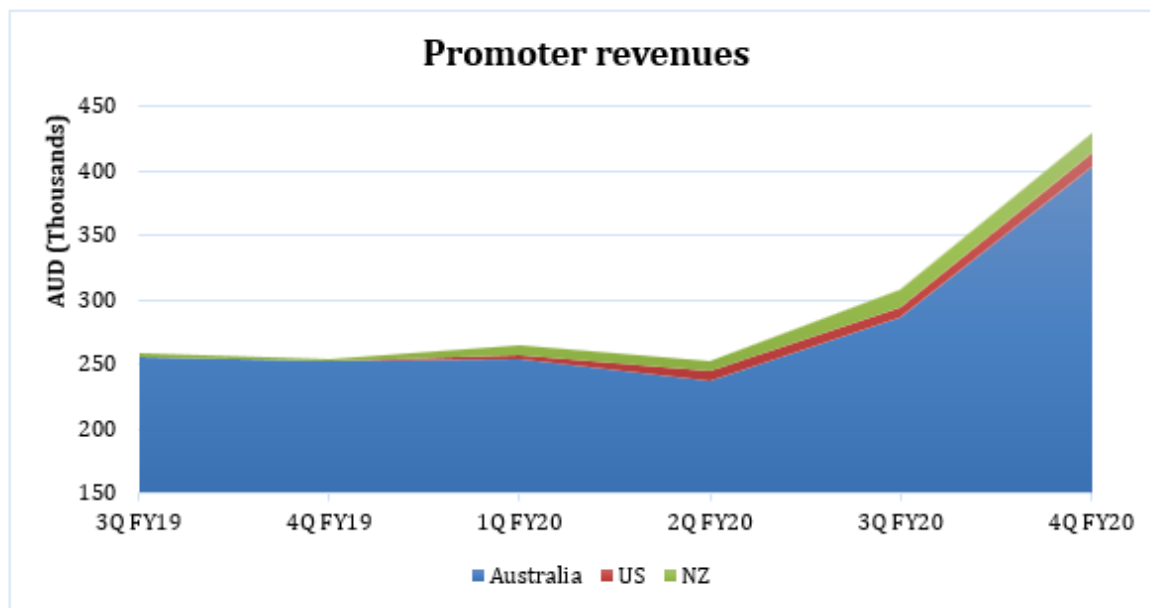
In New Zealand circa 2,700 agents have claimed their profiles and received 12,500 reviews.

Following on the success in the US, the Company has now expanded its subscription payments in Australia to include annual prepaid subscriptions, offered on a small discount. This proved popular with new agents and resulted in cash subscription receipts increasing 20% in June.

The company also launched Mortgage Broking subscriptions as a trial in June. This product is leveraging off the existing real estate transaction database to enable mortgage brokers to collect reviews, market their digital profiles and generate leads in a similar manner to real estate agents. Subscriptions are prepaid annually and the initial uptake has been encouraging.

Revenues from agent promoter have benefited from the shift in business model for real estate agents, who have adapted to rely more heavily on digital media, including the maintenance and promotion of digital profiles. This is reflected in our Agent Promoter revenues, which grew c.41% in 4Q FY20.

RMA CEO, Mark Armstrong said, “We are confident that in Australia, refinements in our product offering, along with new products, will increase claimed agent profiles and revenue. The market dynamics are also pushing agents to online marketing which in turn is increasing our Agent Promoter revenue.”



This announcement has been authorised by the Company Secretary.

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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

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.