

RMA Global Limited ABN 69 169 102 523 ACN 169 102 523 120 Balmain Street, Cremorne VIC 3121 PO Box 4556, Richmond East VIC 3121

The Manager Company Announcements Office Australian Stock Exchange Exchange Centre 20 Bridge Street SYDNEY NSW 2000

19 October 2020

ELECTRONIC LODGEMENT

Dear Sir or Madam

PLATFORM DEMONSTRATION PRESENATION

Please find attached the presentation to be used to demonstrate the RateMyAgent platform to investors this afternoon at 2pm.

Yours sincerely

Scott Farndell Company Secretary

ratemyagent

Platform Demo

Michael Davey - CEO

October 2020

Purpose of Today?

Today we want to give you a recap on highlights and a brief tour of the RateMyAgent platform to demonstrate;

- 1. Key platform features
- 2. Agent use case & value proposition
- 3. Building a trusted brand & digital footprint
- 4. US market rollout & agent adoption



RateMyAgent Highlights

Australia and New Zealand

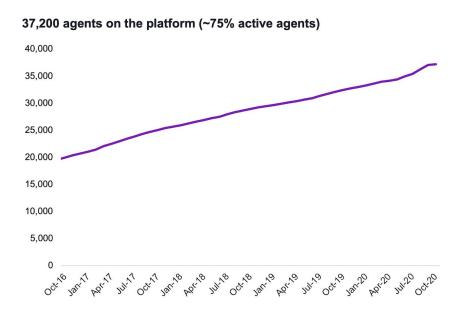
- Mature market with excellent engagement with the majority of real estate agents on the platform collecting reviews
- Focus for the next six months:
 - increase agent subscriptions.
 - push and diversify the Promoter product
 - push mortgage broker reviews
 - continue to add value to agents from new products & partnerships: Domain, Google, Facebook, etc.

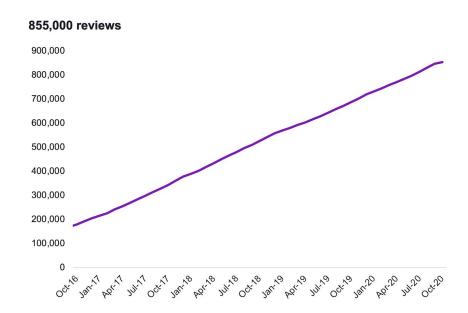
United States

- Move to 100,000 agents on the platform from the present 78,700
- Very significantly grow agent reviews
- More partnerships with major franchise and MLS's > more data integrations



Australia is a successful mature market with 81% of properties sold by an agent with a RMA profile





Agents are embracing and using the platform, but now to monetize them.



Australian agent subscriptions growing, despite tough market. Promoter revenue growing significantly.

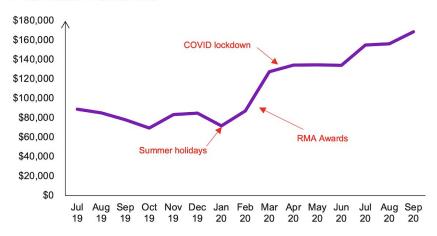
Agents under subscription¹



Monetization to come from:

- increasing paid subscriptions
- pushing and diversifying promoter
- Mortgage Broking
- more value through partnerships: Domain, Google, Facebook, etc.

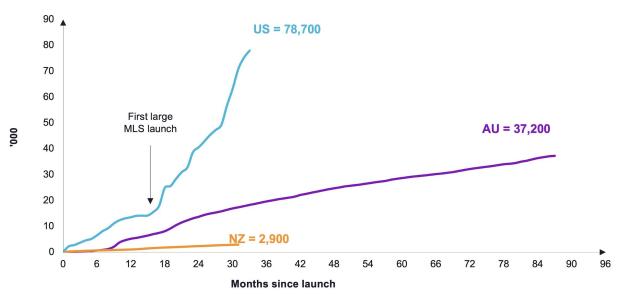
Promoter revenue





Rapid growth in the US - Agents are embracing the platform. Targeting 100,000 profiles by end of CY20.

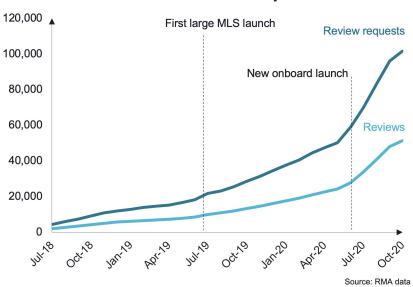
Agent claimed profiles on platform





US reviews 54,000 and growing strongly

US cumulative reviews and requests



Review growth strategy

- Automated "one-click" reviews through integration with brokerage transaction management systems
- · Importing external verified reviews
- New onboarding to be relaunched to existing connected MLS agents
- · New MLS partnerships coming
- Revenue model launched



What is RateMyAgent?

A verified review platform that builds trust and transparency across the real estate value chain;

For Agents & Brokers;

 Build consumer trust and transparency through the power of social proof (verified reviews) and an enhanced digital footprint.

 One-stop shop for all digital marketing and content needs, to build your personal brand and reputation.

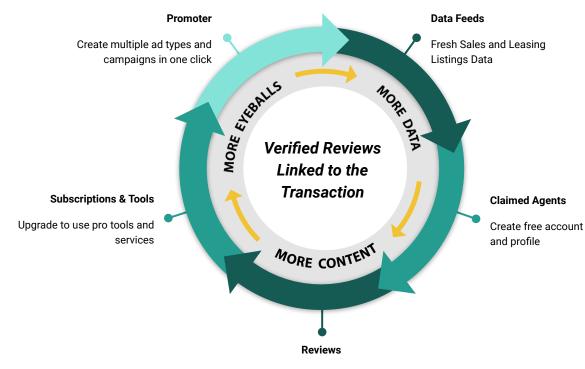
For Consumers;

 A transparent service that empowers home owners (and buyers) in their property journey.

 Helps sellers and buyers find, and choose, a trusted agent or broker for their needs, to achieve the best results in life's most important transaction.



RateMyAgent Flywheel & Network Effects



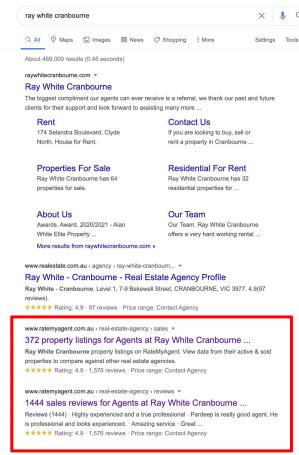
Start collecting reviews

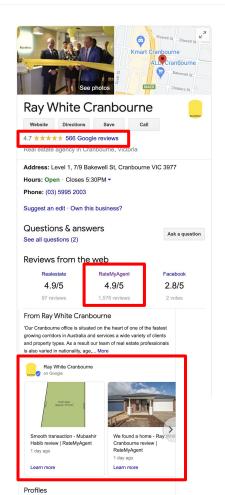


Agency Journey

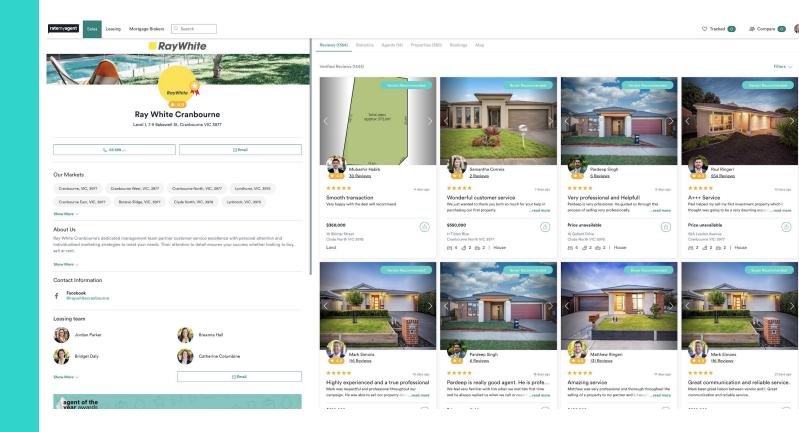
Google Review Syndication, Organic Results and Posts

Google

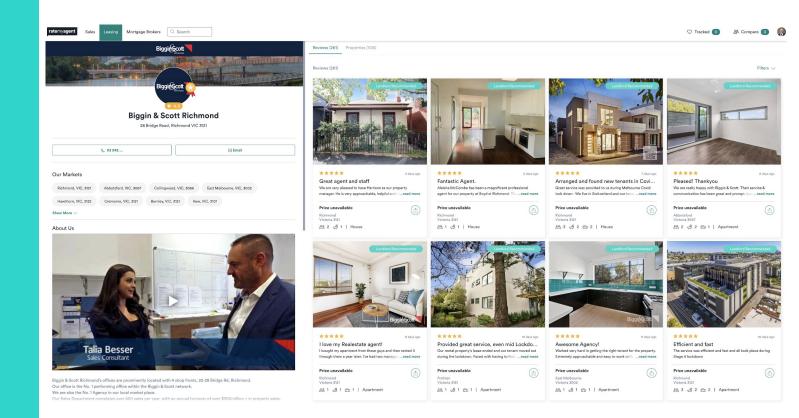




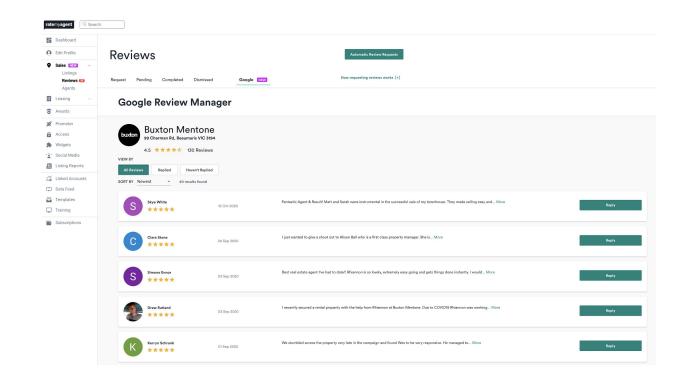
Sales Reviews



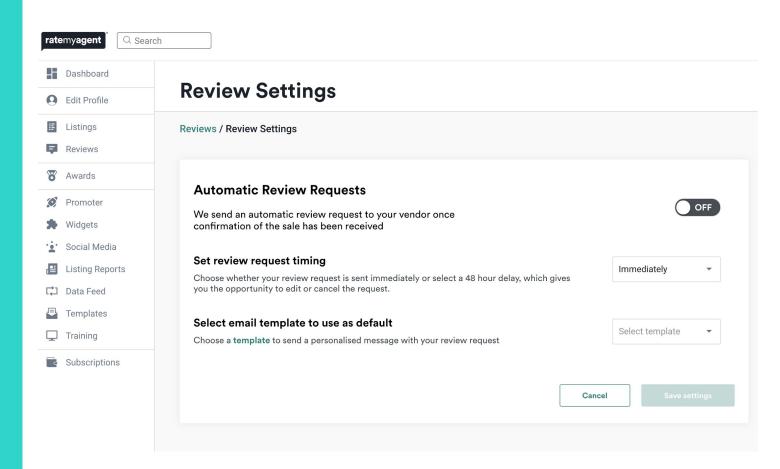
Leasing Reviews



Google Review Manager



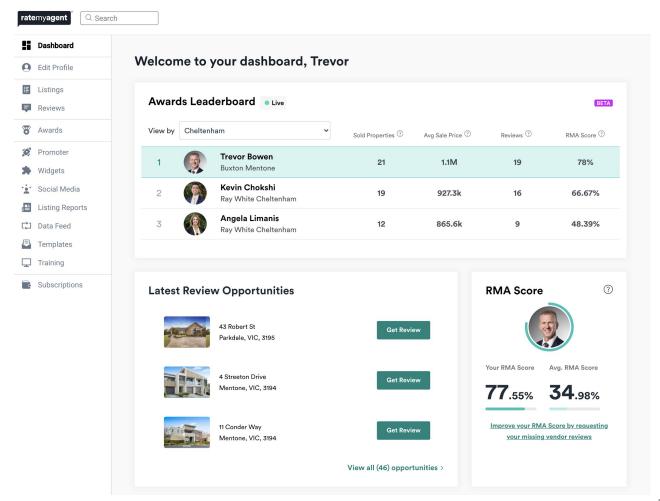
Automatic Review Requests



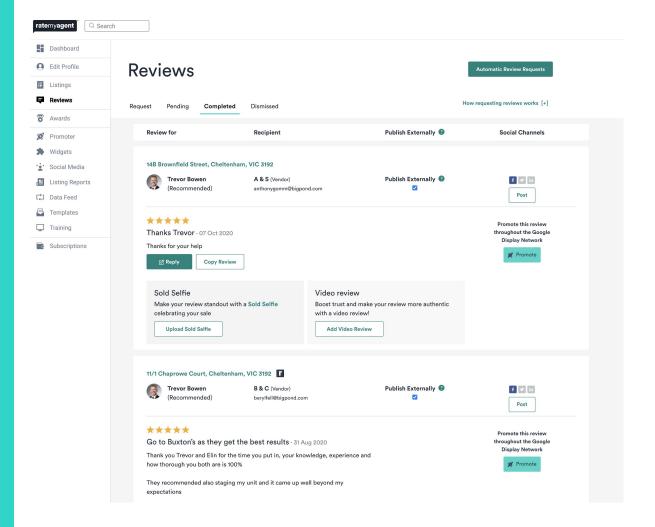
Agent Journey

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Dashboard

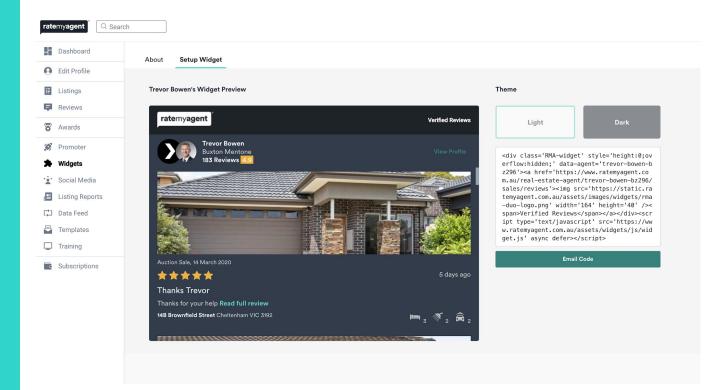


Get Reviews



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Widgets



API







Ross an outstanding agent!!!

"Ross was the perfect agent for us to help us buy our new home. We have bought many homes in the past and we can tell you the professionalism he brings to the table is much appreciated to help guide you through this stressful process. Ross was there every step of the way..." Read more

Review submitted by Vanessa Himelstein (buyer) 15 Sep 2020 Verified review submitted by the customer directly involved in the transaction

5/12 Illowa St. Malvern East, VIC, 3145



Great experience with Ross!

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus nec diam finibus, fringilla sem non, sodales urna. Aenean at dapibus dolor. Etiam sagittis sapien lorem, quis maximus eros pharetra id. Morbi in metus purus. Quisque risus arcu, feugiat eget semper eu, pulvinar at mauris. In ut egestas felis...." Read more

Review submitted by Ashley Benson (vendor) 10 Sep 2020 Verified review submitted by the customer directly involved in the transaction

123 Smith St, Melbourne, VIC, 3000



Ross is an amazing agent!

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus nec diam finibus, fringilla sem non, sodales urna. Aenean at dapibus dolor. Etiam sagittis sapien lorem, quis maximus eros pharetra id. Morbi in metus purus. Quisque risus arcu, feugiat eget semper eu, pulvinar at mauris. In ut egestas felis...." Read more

Review submitted by Clem Fandango (vendor) 15 Sep 2020 Verified review submitted by the customer directly involved in the transaction

123 Smith St, Melbourne, VIC, 3000



Sisi Takaki has been in the Hawaii Business Community for over 20 years and 10 years in Real Estate after having lived in New York City. She has developed a powerful network of Business Owners and friends which helps with her specialty in the Hawaii Luxury Residential Real Estate Market. Sisi understands every facet of home ownership. from the emotional aspect of purchasing your first home to the complexity of having a profitable investment property, to selling or buying your primary multi-million dollar esidence. Sisi brings to each Client the understanding and value of knowing their goals and aligning herself to the needs of each unique situation. Having been a Telecommunications and other industries, she understands the art of strategy and negotiating for the advantage of her Clients. The joy that Sisi gets from helping her clients can be seen in her Clients Testimoniats at www.SisiTakaki-Reelfy.Com.

PROFESSIONAL ACCREDITATIONS

· REALTOR* · Luxury Collection Specialist

CURRENT LISTINGS CLOSED TRANSACTIONS







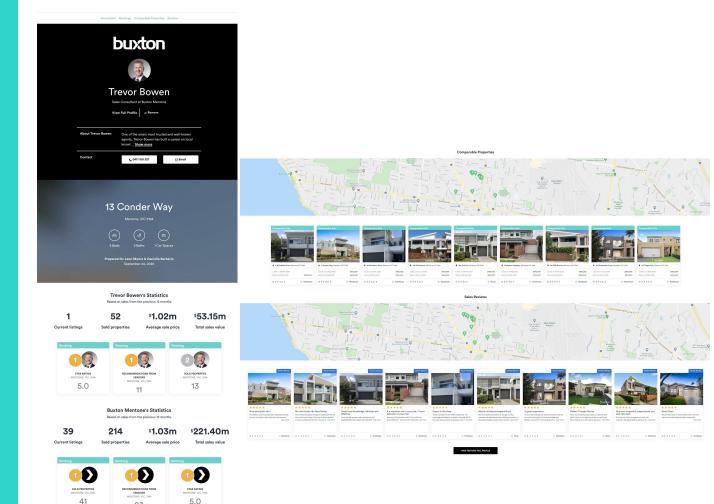






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Listing Reports



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Social Media Manager

Automatically post your latest:

- Listings
- Sales
- reviews

to your chosen social networks

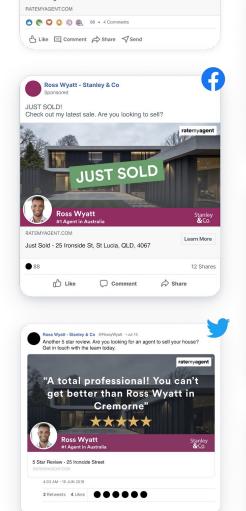




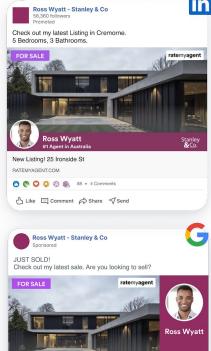








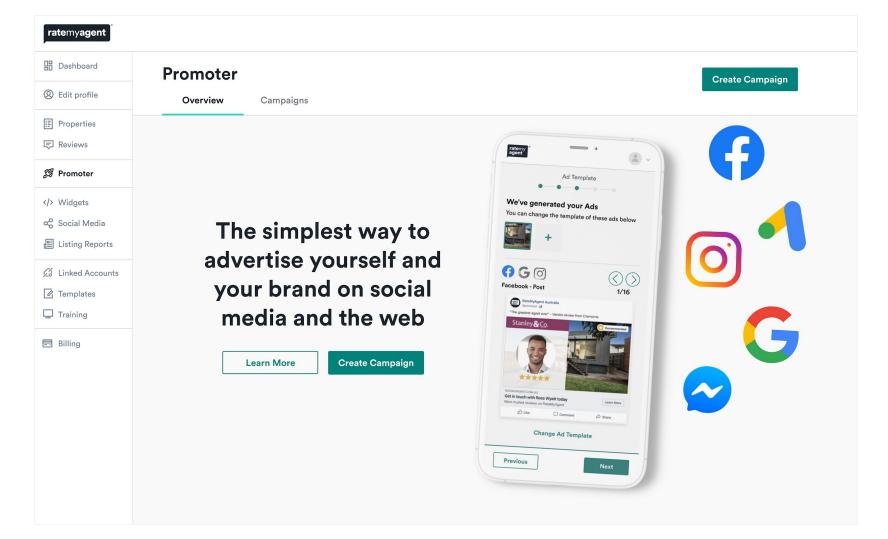


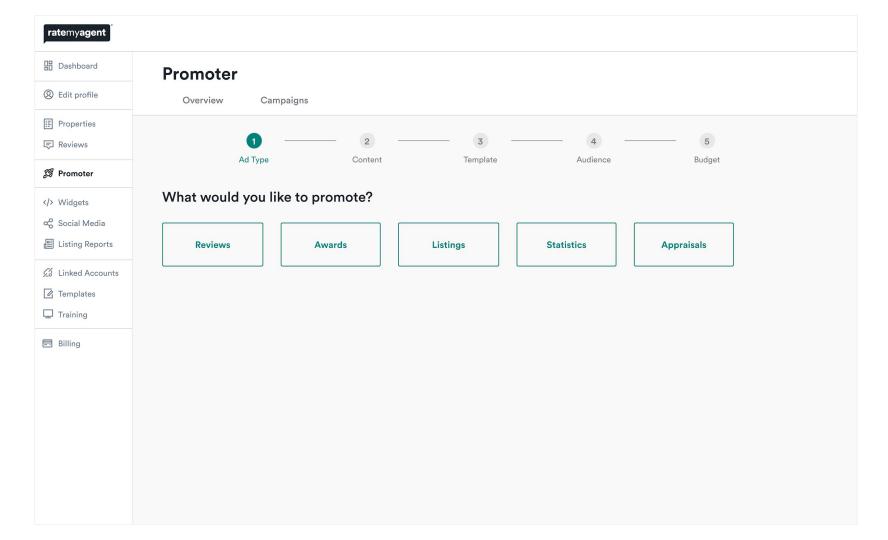


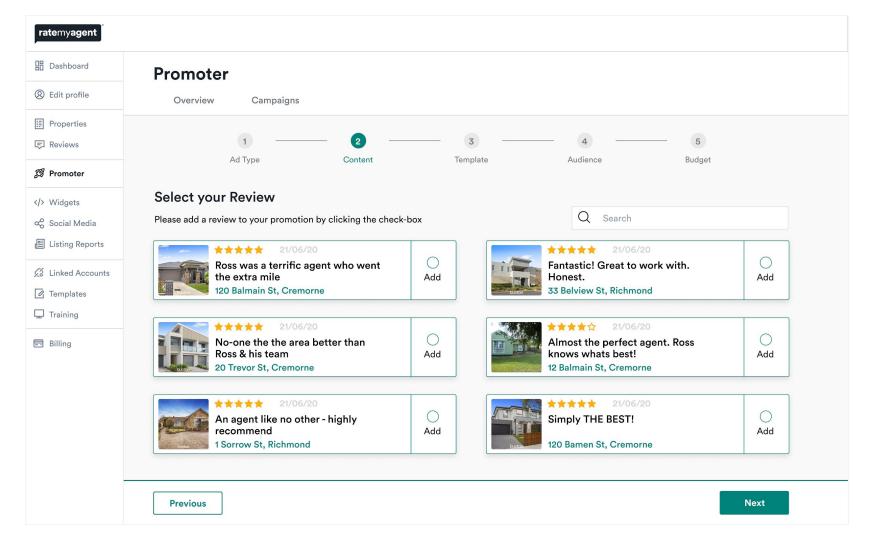


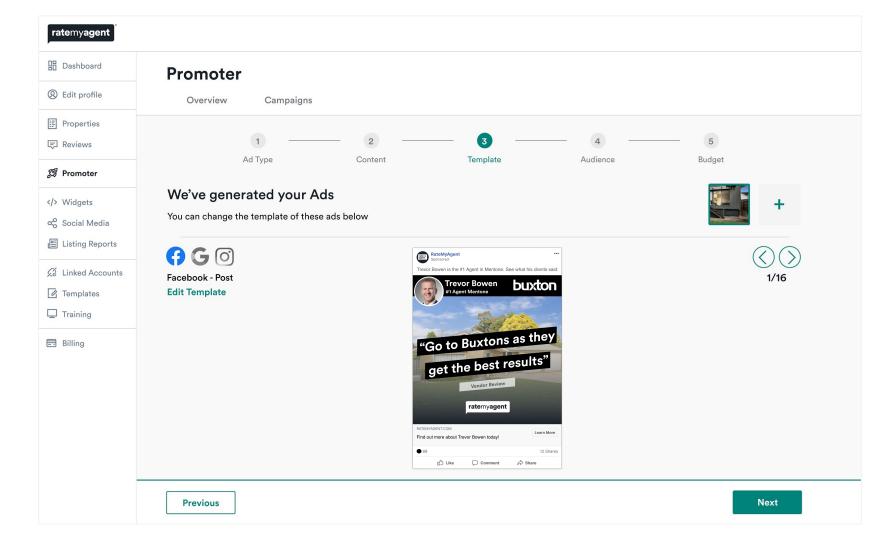
Promoter Journey

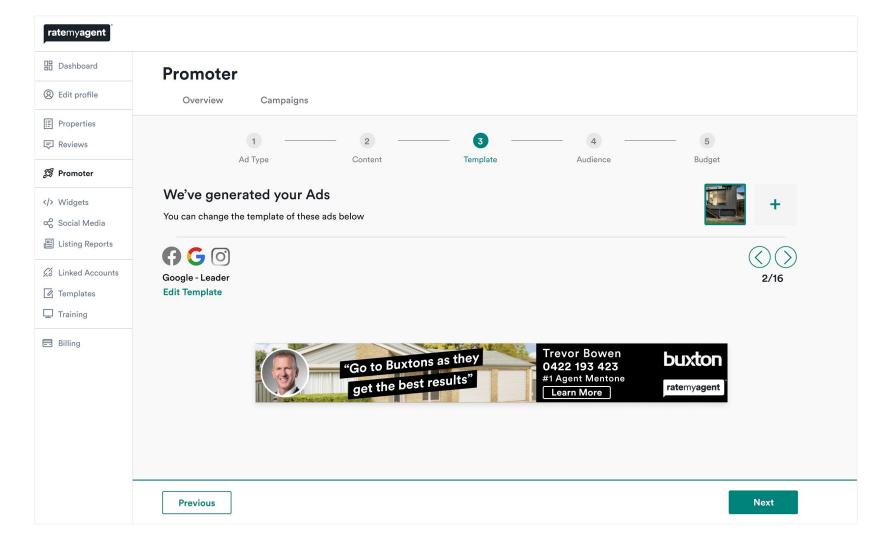


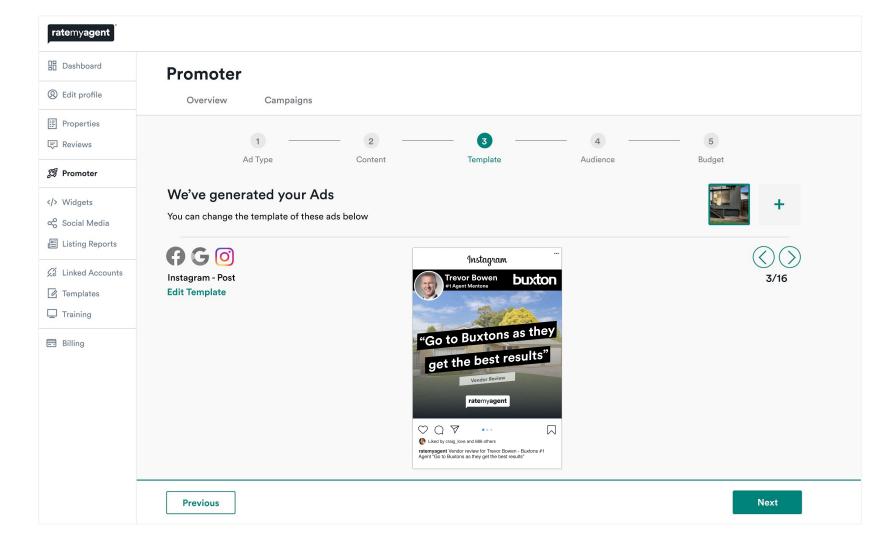


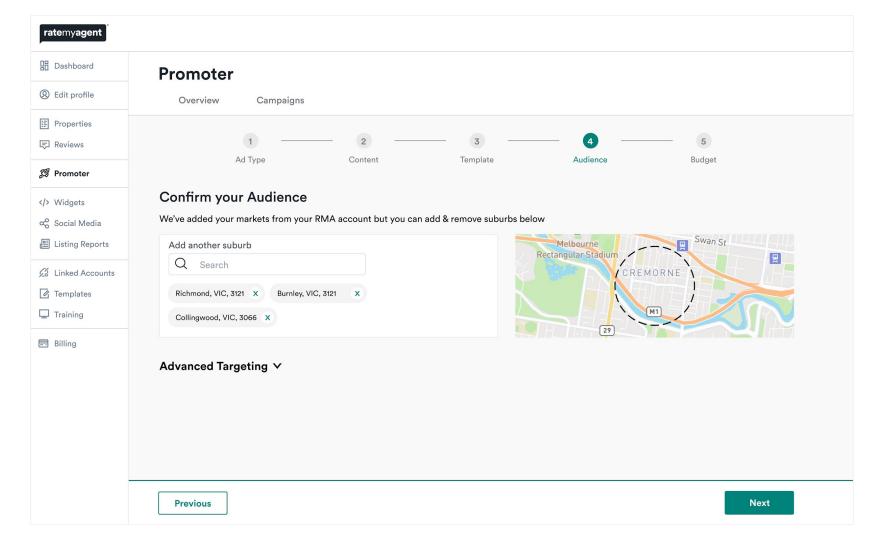


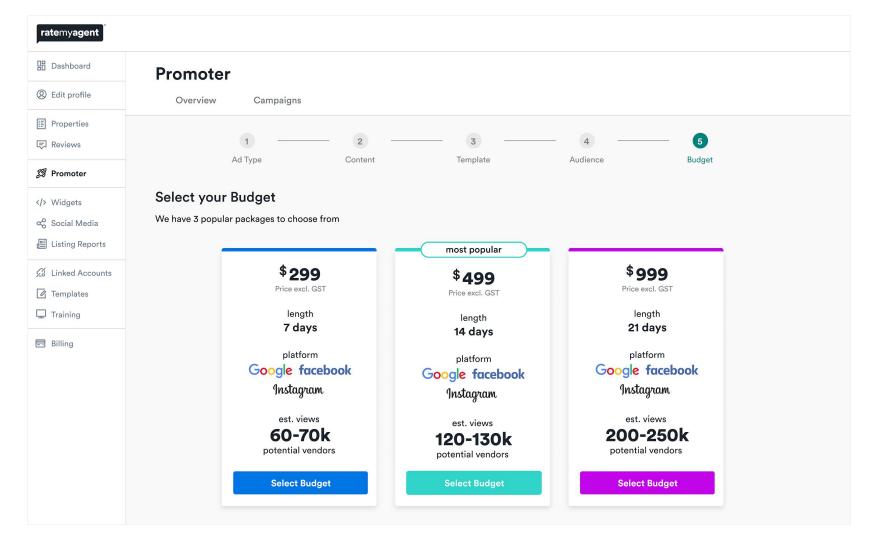


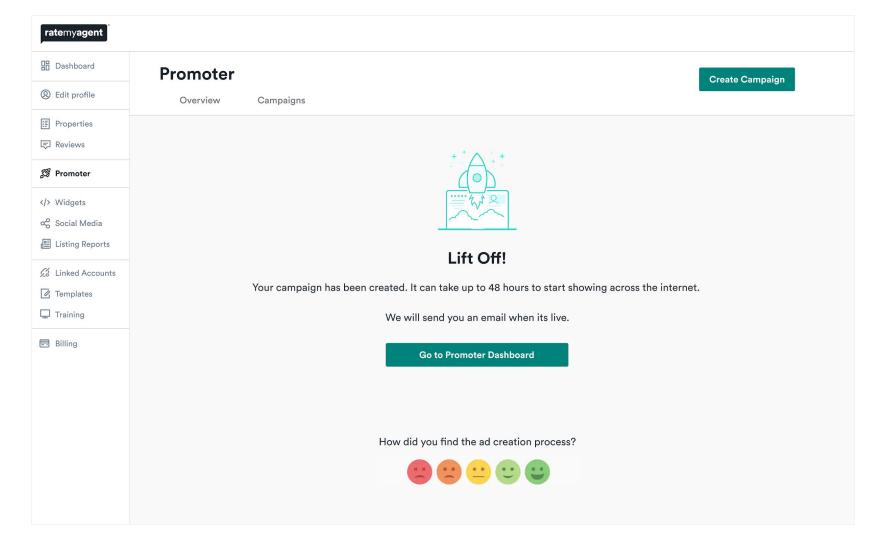








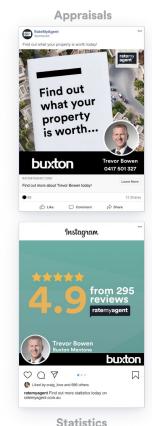


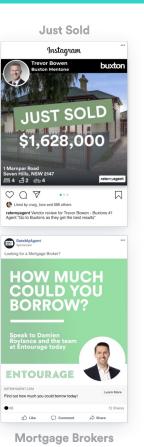


Creating Multiple Ad Types



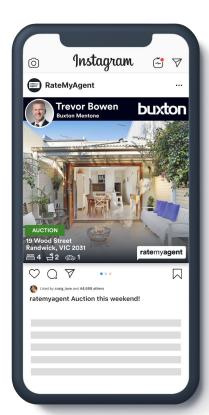






Also Listing & Leasing Ads

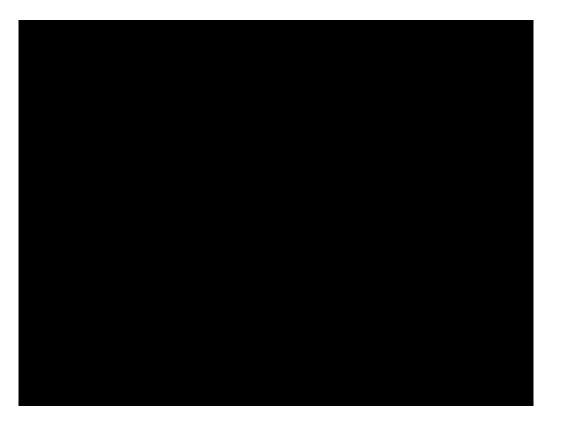




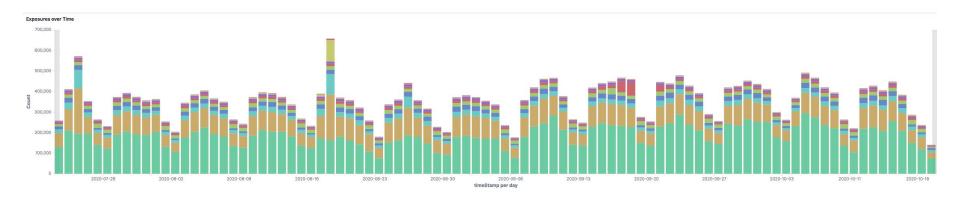




Enabling
Video Ads leveraging our
proprietary
data

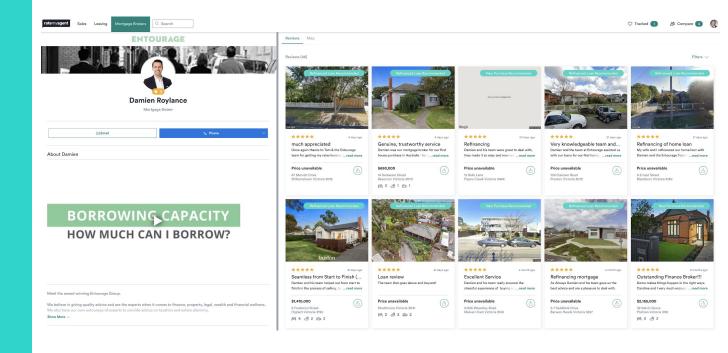


Australian Review Exposures > 30 Million over last 90 days





Mortgage Broking

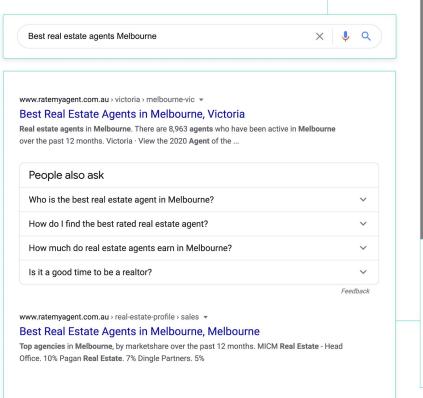


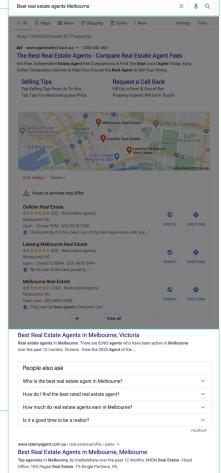
Consumer Journey

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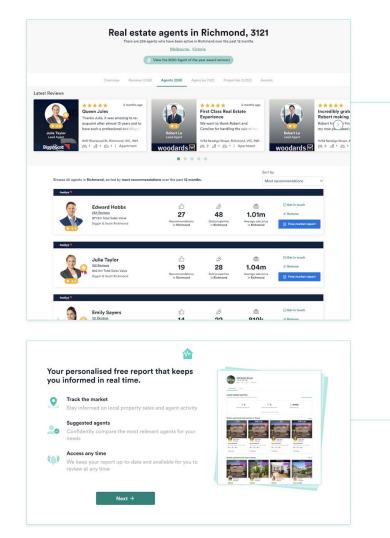
Researching and watching the market

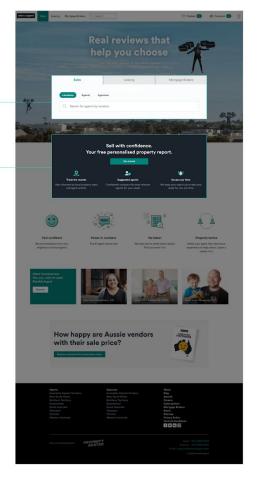
No.1 Organic search result



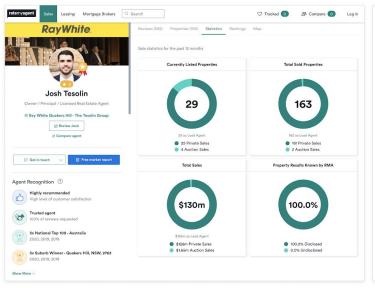


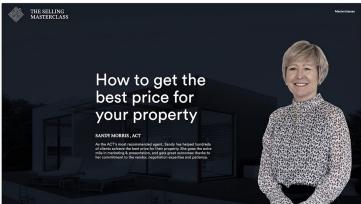
Choice

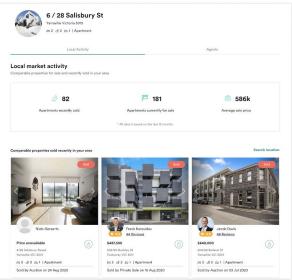




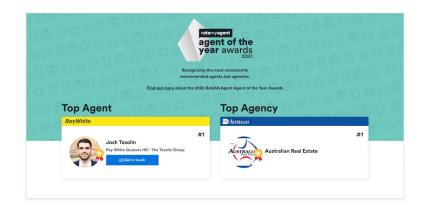
Empower



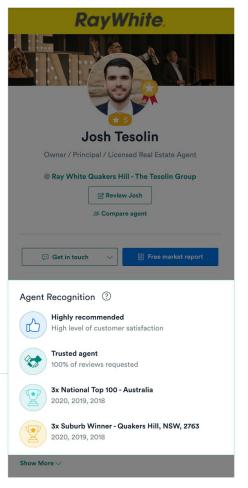




Trust Badges & Awards







Anatomy of a Trusted Review



10 days on market, record sale price.

Josh's marketing knowledge was obvious from the initial introduction call. The marketing, presentation and enthusiasm from Josh and his team left a clear message, Josh Tesolin's Ray White office is second to none, they are playing a different game. 10 days on market, record sale price. Thank you





2 Sold selfie, vendor name and review date



Review submitted by Mark (vendor) on 06 Oct 2020



Thanks for the review mate congrats on a new record for a duplex, i appreciate the trust and confidence in my team and i. Wishing you guys all the best with your next place regards your agent Josh-Owner of Ray White



Agent response

Josh responded on 08 Oct 2020



This is a verified review and has been submitted by the customer directly involved in the property transaction.



Verified review

\$912,950

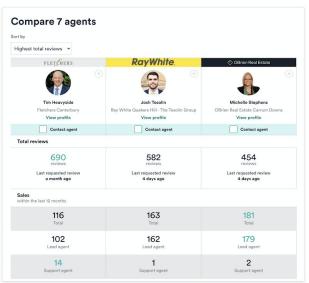
54 Bentwood Terrace, Stanhope Gardens, NSW, 2768

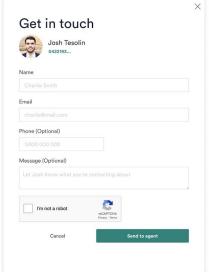


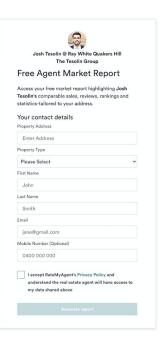
Property details

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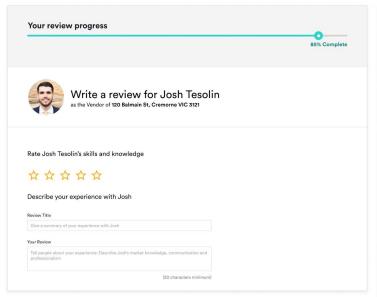
Decide & Connect

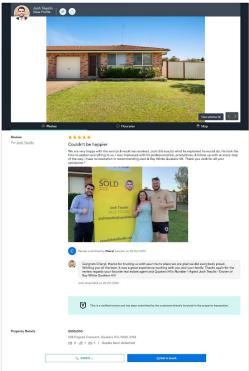






Share





USA Demo

ratemy agent

Targeting Large Brokerages

Why is this important?

- Large brokerages enable even better data access to agents and get us even closer to the property transaction
- Our first integration is with RealtyOne Group is with 220 offices and 15,000 agents
- They co market our product and help agents to start claiming profiles and getting reviews = low cost of acquisition
- Then focus on monetisation once we have a solid review base

Future Pipeline

- Discussions with several major brokerage groups
- Some of the largest brokerage groups circa ~ 55,000 agents through to 2,000 to 3,000 agent groups
- Significant progress likely in H2 FY21





In this virtual training, you will learn:

· Get started and request verified reviews

Onboarding Journey

Hi Jessica Testing,

Congrats on your recent sale! 🎉

Start establishing your reputation by requesting your first review on RateMyAgent today.



1111/400 Alton Rd, Miami Beach, FL, 33139

Request Review



It's best to request a review from your client within the first week of the transaction while it's still fresh in their mind.



Claim your Free Profile

Claiming your profile and requesting reviews on RateMyAgent are totally **FREE!**

- ✓ Collect unlimited verified reviews
- ✓ Customizable Profile
- ✓ Increase your ranking on Google search
- ✓ Access to tools to promote your profile

Claim your Free Profile

We are excited to be endorsed by the NAR 2019 REACH Program.



About RateMyAgent

RateMyAgent is now in the USI In Australia, RateMyAgent is the leading REALTOR® review platform with 80 percent of agents using the service, and over 620,000 reviews in total, and reviews for 1 in 3 homes sold in Australia. RateMyAgent launched in the US in 2018 and has a number of strategic partnerships with national MLS's in development. We are excited to be included in the NAR 2019 REACH Program. For more information, visit our <u>Asymptotics</u>

ratemy**agent**



Welcome to RateMyAgent, Jessica

Activate your profile now to request a review for 1111/400 Alton Rd,
Miami Beach, FL, 33139.

Activate & Collect Review

Activating your account and collecting reviews is free, Jessica. By doing so, you agree to our <u>Terms and Conditions</u>.

Setting up your profile



Request Review

Request your first review now.



Skip



Request Review



1111/400 Alton Rd Miami Beach, FL, 33139 Sold on 18 Sep 2020

Request a review from the:

Seller Buyer

Cancel

© 2020 RateMyAgent



Request Review



1111/400 Alton Rd Miami Beach, FL, 33139 Sold on 18 Sep 2020

Request a review from the:

Seller	Buyer
Seller's Full name*	
Seller's Email*	
Message	
Enter a message for the seller (Optio	nal)
Preview email	Request review

Cancel





Request Sent

Request another review?



Unit B504/3240 Gulf of Mexico Dr Longboat Key, FL, 34228

Get Review

Maybe Later

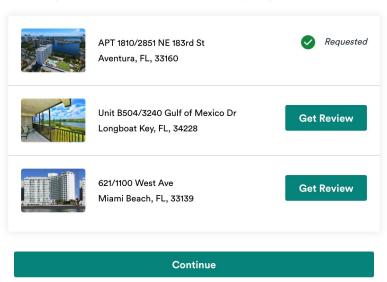
© 2020 RateMyAgent 54

Setting up your profile



Request Review

Here are your latest review opportunities, request your first review now.



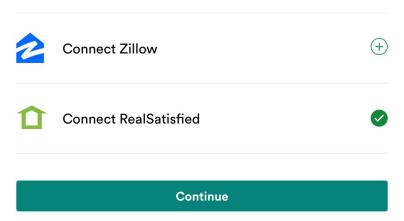
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Setting up your profile



Connect your Review Platforms

Let's get all your existing reviews in one place



Connect RealSatisfied

Please enter your Vanity Key You can find your Vanity Key in your RealSatisfied Dashboard (see example) joe-schutt Cancel Continue



X

Can't find your profile? Click here

© 2020 RateMyAgent

Connect RealSatisfied

Is this you?

Preal satisfied

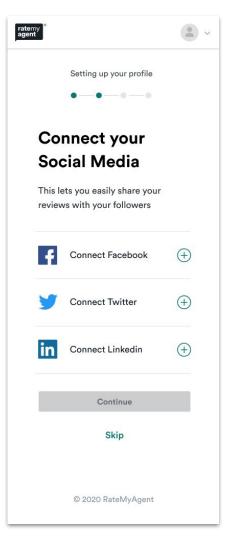
Joe Schutt
(617) 394 8648
Overall satisfaction: 95%
33 total reviews

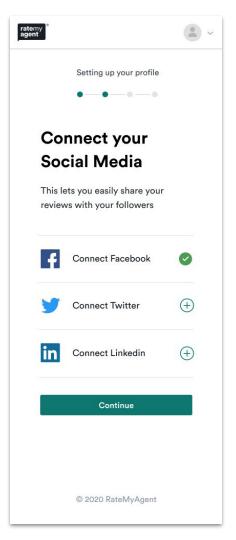
Yes, continue.

Not you? Click here.

© 2020 RateMyAgent

X



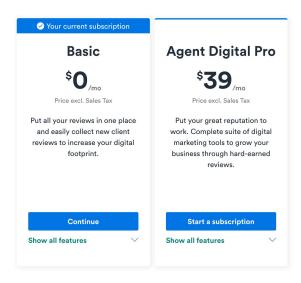




Select your Subscription

In real estate, your reputation is everything - it's time your reviews work as hard as you do.

Skip



All prices exclude Sales Tax .

Subscribers to a partnered MLS may have access to additional free features.



Congratulations Jessica

Your profile has been set up successfully.
You are now on a **Free Subscription**

What's next?

Request more reviews and explore your agent dashboard.

View your Dashboard

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USA Live Demo

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Summary

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Summary

- Pushing towards profitability
 - Revenues up significantly QoQ and YoY
 - Cash operating outflows continuing to improve
 - Subscription penetration increasing (46% of active agents on a subscription, up from 41% in 4Q FY20)
 - New products being rolled out in Australia in 2Q & 3Q FY21

- Positive signs with return to COVID normal in AUS and NZ
 - Subscriptions exceed pre COVID numbers and continue to grow.

- Increasing agent usage and platform engagement in USA
 - 78,700 claimed agent profiles and 54,000 reviews (up 39% and 96% respectively since 4Q FY20)

Questions?

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Thank You