

rmaglobal

Brief Investor Update

29 October 2020

RMA Global Limited (ASX: RMY)

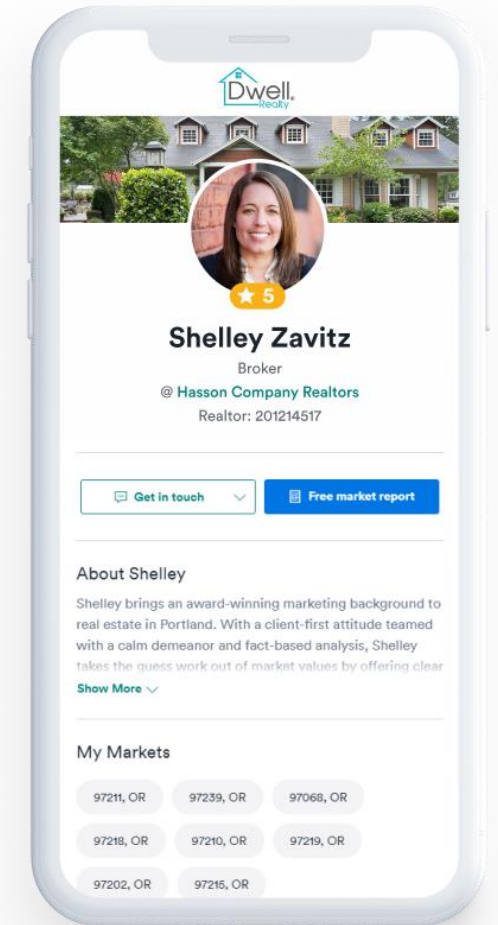
- Online digital business providing comprehensive data on residential property sales
- Sale results for individual residential real estate agents and agencies
- Reviews of agent performance from vendors and buyers of real estate
- Sales data used by agents to build their profile to market themselves on the site or social media
- Data used by vendors to compare agents and find an agent or agency to sell their property

The review product offering includes leased properties and has recently expanded to mortgage broking.

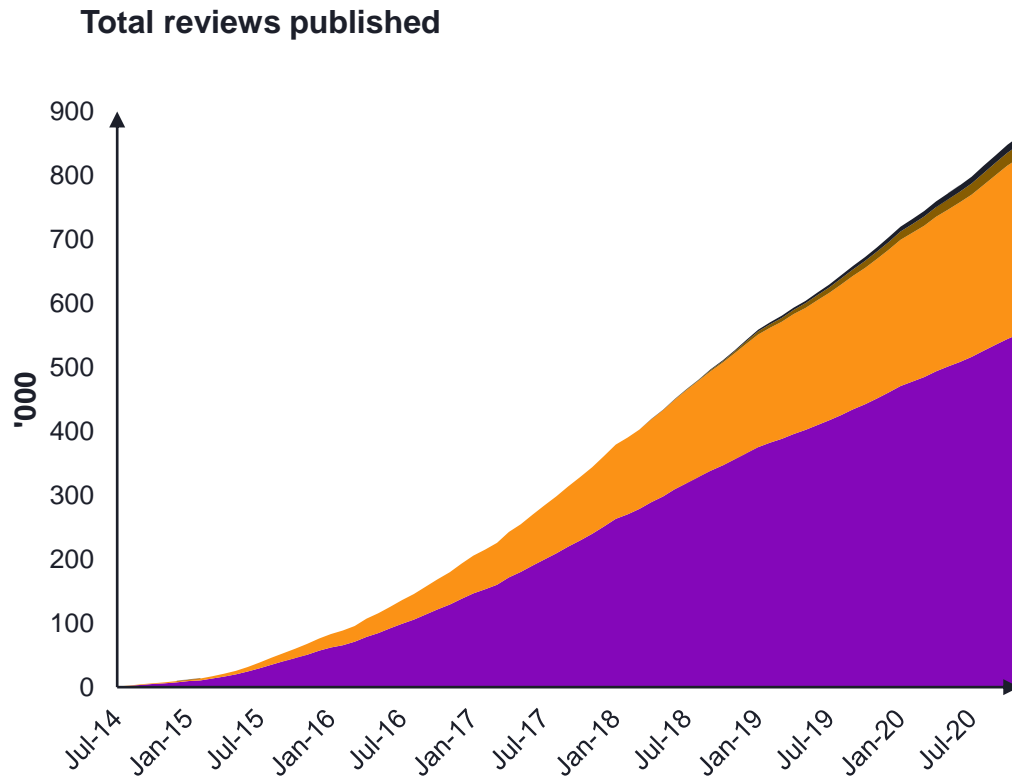
RMA currently operates in Australia, the USA and New Zealand.

Today

- We dominate Australia with the majority of agents on the platform **BUT** how to monetize them
- Want to dominate the US **BUT** how to get the majority of agents on the platform



Agents embracing and using the platform in Australia, but now to monetize them



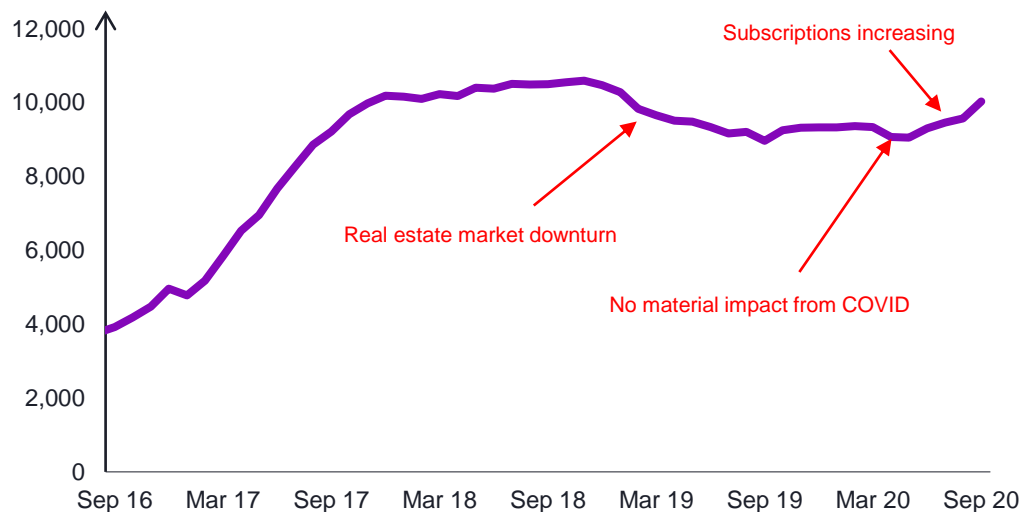
- 37,300 agents on the platform
- 81% of properties sold in FY20 were sold by agents with an active RMA profile
- Over 860,000 verified reviews
- Circa 30% of lead agents have a subscription

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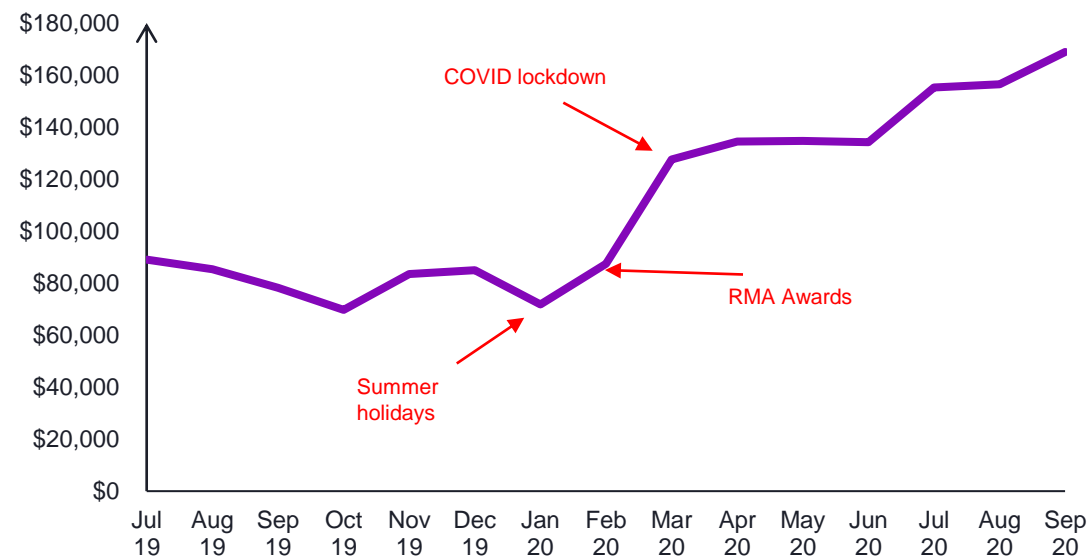
- Pursue high volume agents on subscriptions
- Expand our Promoter offering
- Continue growth in Mortgage Broker reviews and subscriptions
- Develop and launch new product offerings to sustain ongoing growth and agent and consumer engagement

Agent subscriptions growing. Promoter revenue growing significantly.

Agents under subscription¹



Promoter revenue



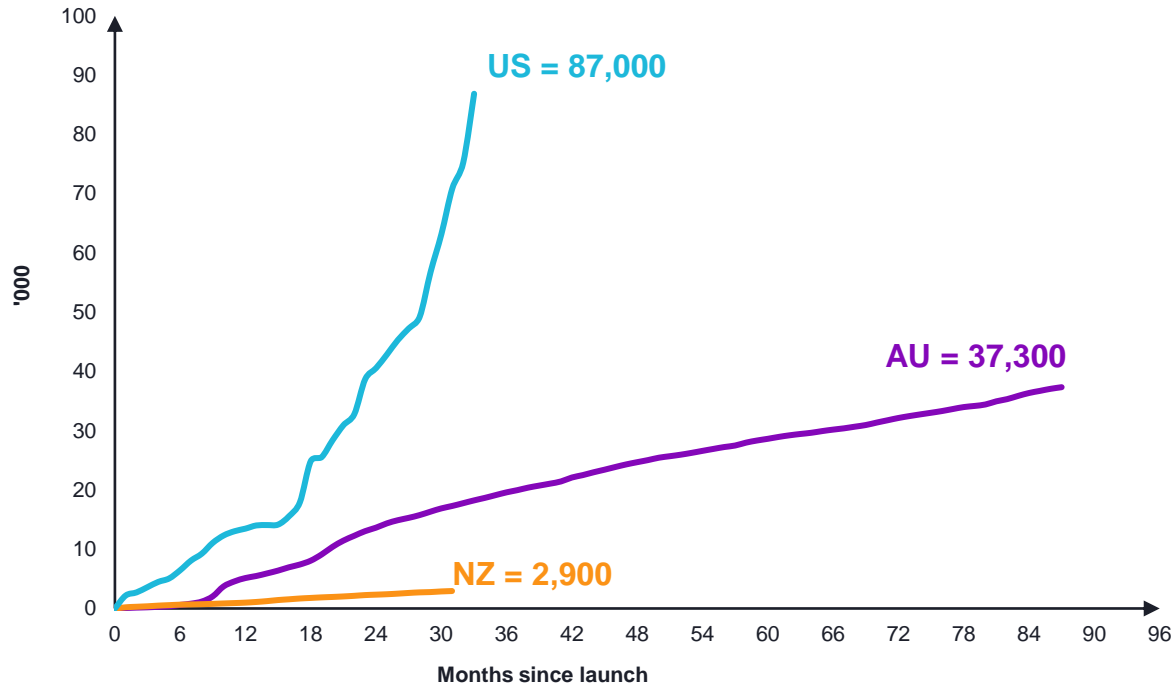
Monetization to come from:

- Increasing paid subscriptions (46% of active agents with a claimed profile)
- Marketing Promoter
- Mortgage Broking extension

- Strong uptake in annual subscriptions
- Promoter revenue continues to grow
- Mortgage Brokers opting for an annual Professional package

Enormous growth in the US. 100,000 agents by end CY20.

Agents on platform



- Significant growth in agents claiming their profile, on track to be 100K by year end
- 87,000 claimed agents up 32% QoQ and 165% YoY

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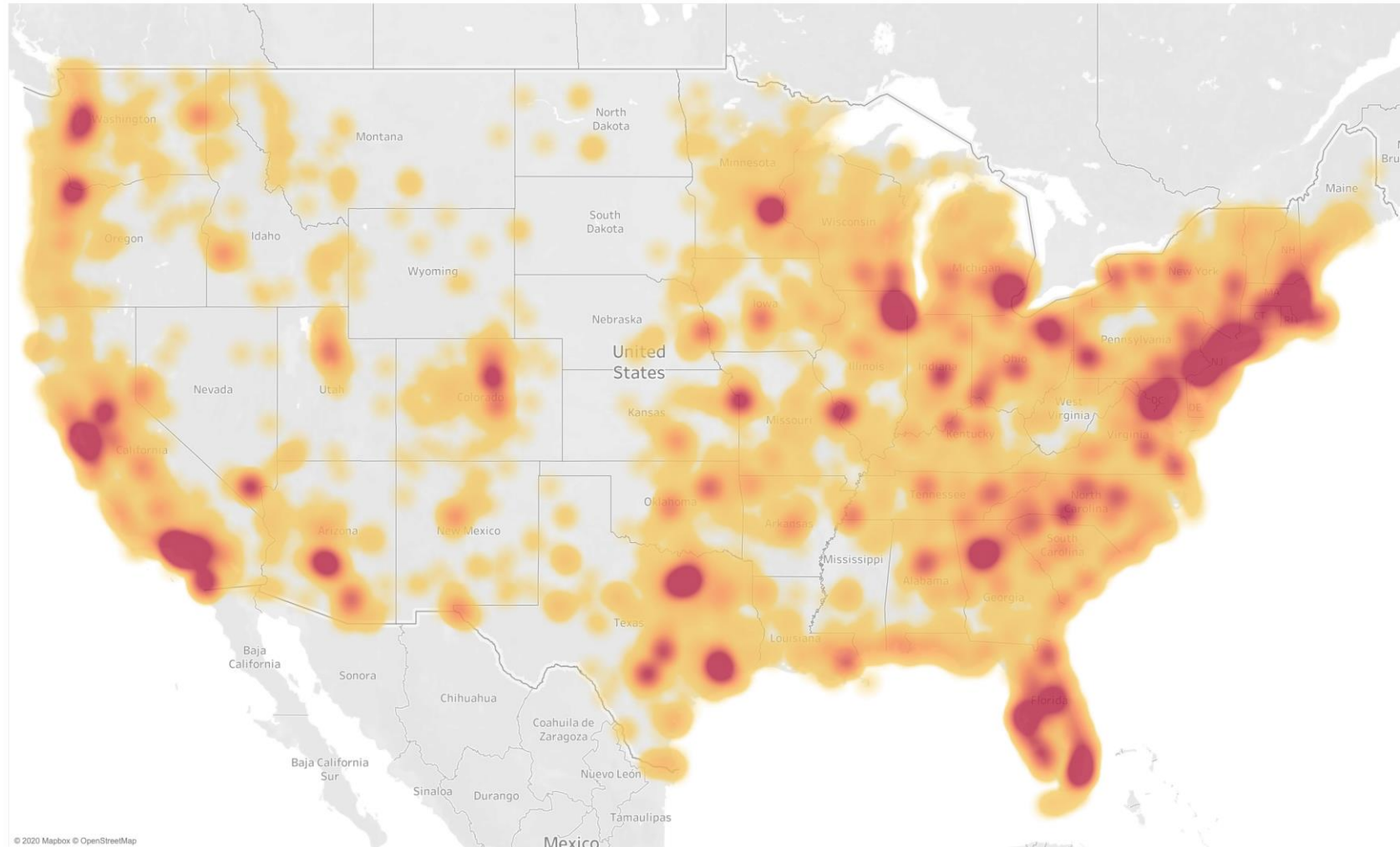
Near-term

- 100,000 agents on the platform
- Very significant growth in agent reviews

Medium-term

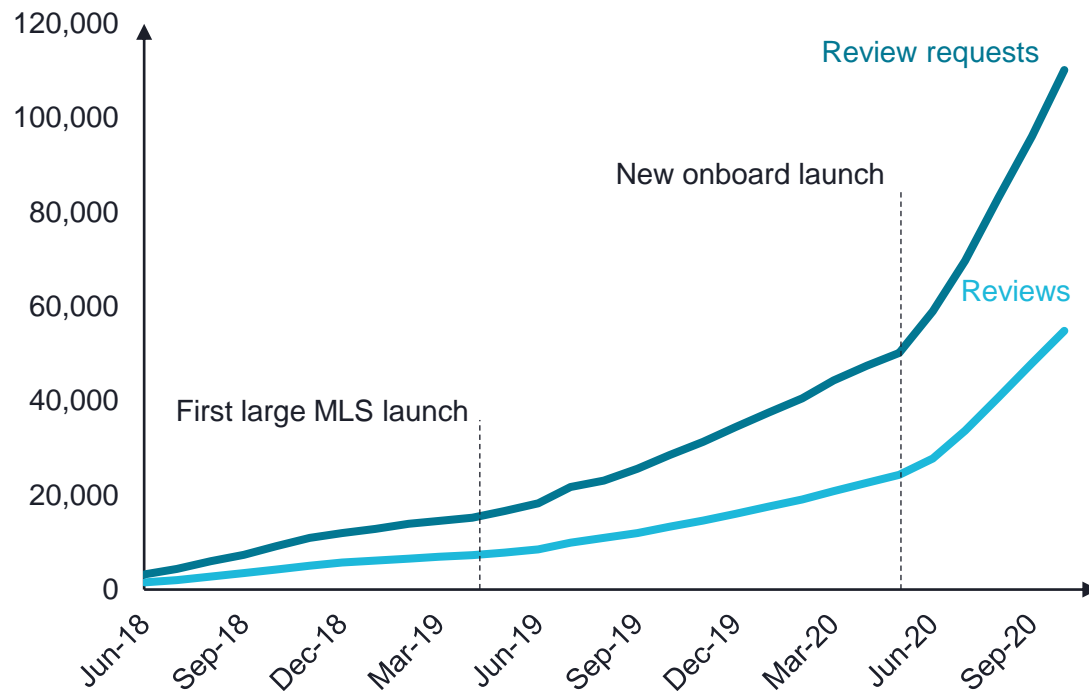
- Push US subscriptions and Promoter
- More partnerships with large brokerages and MLS's to fuel agents on the platform and review growth

Broad agent location. High growth in California, Florida and the North-East



Agents building their digital footprint

Cumulative reviews and review requests



Review growth strategy

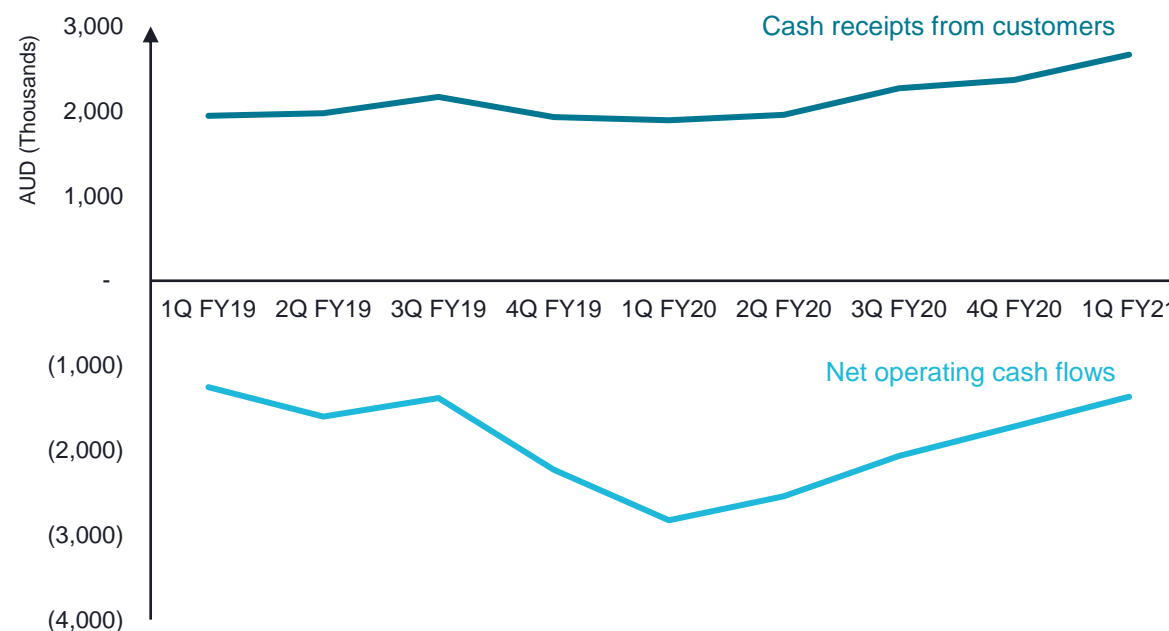
- New onboarding process delivering growth in reviews and requests
- Automated “one-click” reviews through integration with brokerage transaction management systems. A new review every 5 minutes
- More MLS and Agency partnerships
- Starting to target large brokerage groups to get even closer to agents and grow claims and reviews further
- Importing external verified reviews

Rapidly improving cash flows

- **Operating cash outflows** improved 20% quarter-on-quarter AND 52% YoY, primarily due to increased cash receipts from:
 - increased subscriptions, mostly in Australia and New Zealand, with a significant portion of new subscriptions being prepaid annual subs;
 - increased Promoter revenues; and
 - increased Mortgage broking subscriptions

Net operating cash outflow for 1Q FY21 was \$1.37m, an improvement of \$350k on the previous quarter and year-on-year improvement of \$1.46m.

- **Cash position:** Cash balance of \$12.12m as of 30 September 2020.
- A further \$3.5m inflow on 29 October from SPP funds. This was oversubscribed by 290% with \$3.9m in applications received.



The logo for rmaglobal, featuring the text "rmaglobal" in a white, lowercase, sans-serif font, centered within a dark blue speech bubble shape that points downwards and to the left.

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End of Presentation