



rmaglobal

Investor Update to Bell Potter

3 February 2021

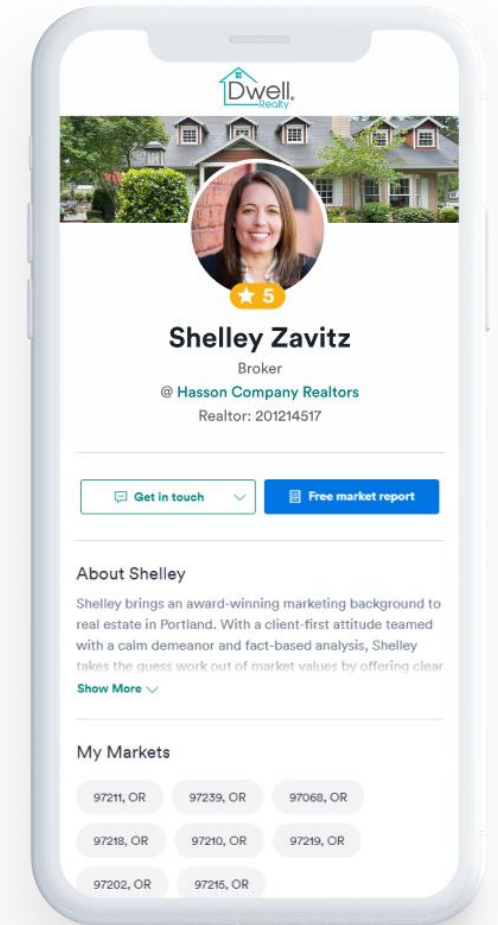
RMA Global Limited (ASX: RMY)

- Online business providing comprehensive data on sale results for residential real estate agents and reviews of agent performance from vendors and buyers
- 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

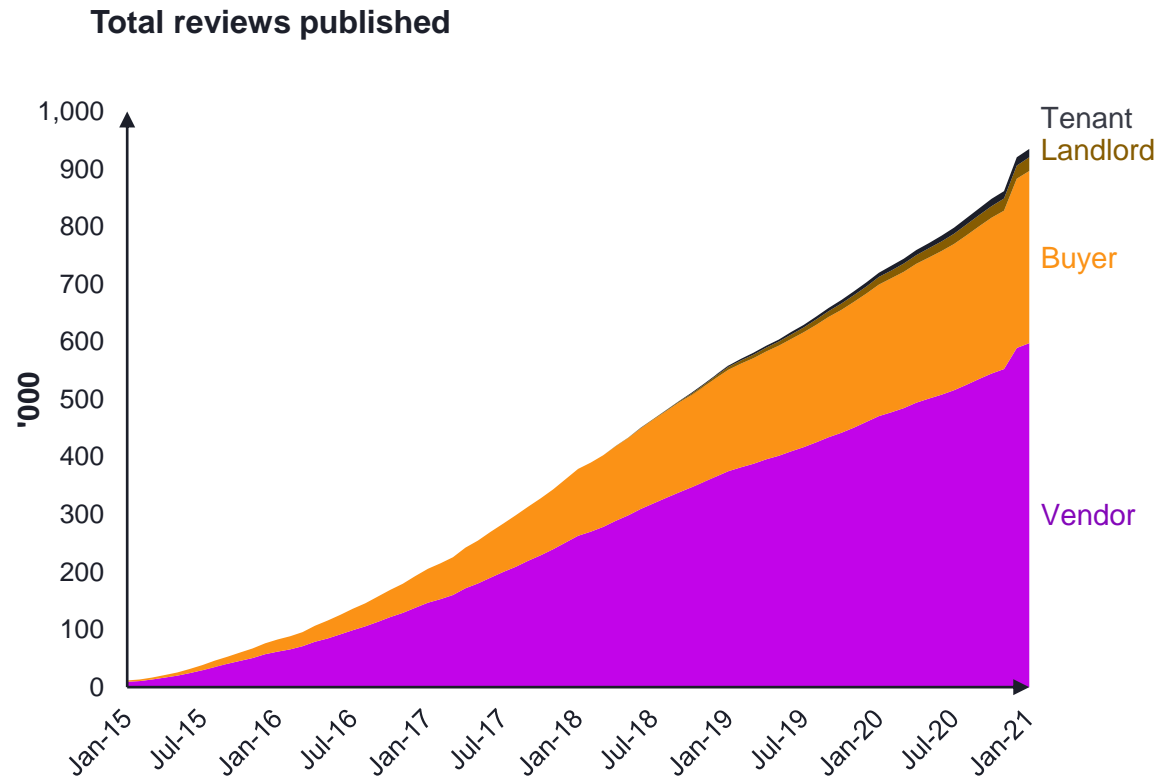
The review product offering includes leased properties and has recently expanded to mortgage broking. RMA currently operates in Australia, the USA and New Zealand.

Today

- We dominate Australia with the majority of agents on the platform and now monetising them
- Want to dominate the US and now have > 100,000 agents



Australia: increase in agent engagement, record reviews



Now

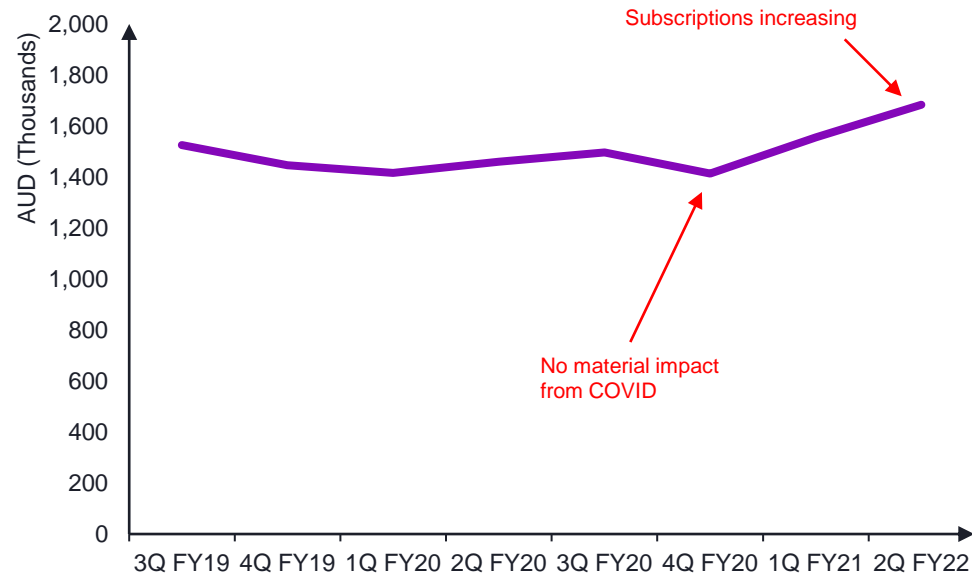
- 38,200 agents now on the platform
- Record reviews, up 18% from CY2020.
- Circa 30% of lead agents have a subscription

Next

- Pursue high volume agents on subscriptions
- Expand Promoter offering
- Continue growth in Mortgage Broker reviews and subscriptions
- New product offerings for ongoing growth and agent and consumer engagement

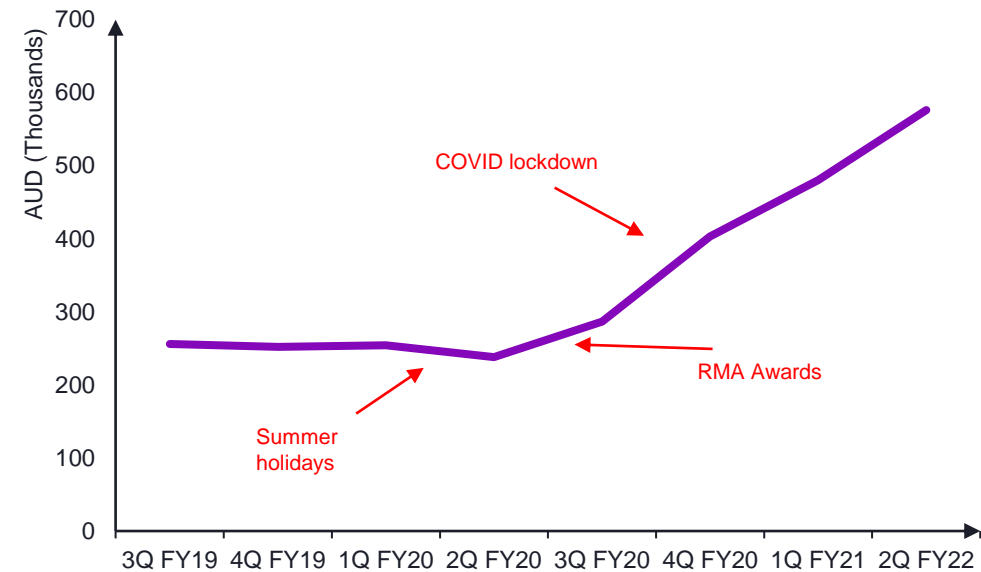
Increase in subscriptions and Promoter

Subscription revenue



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

Promoter revenue

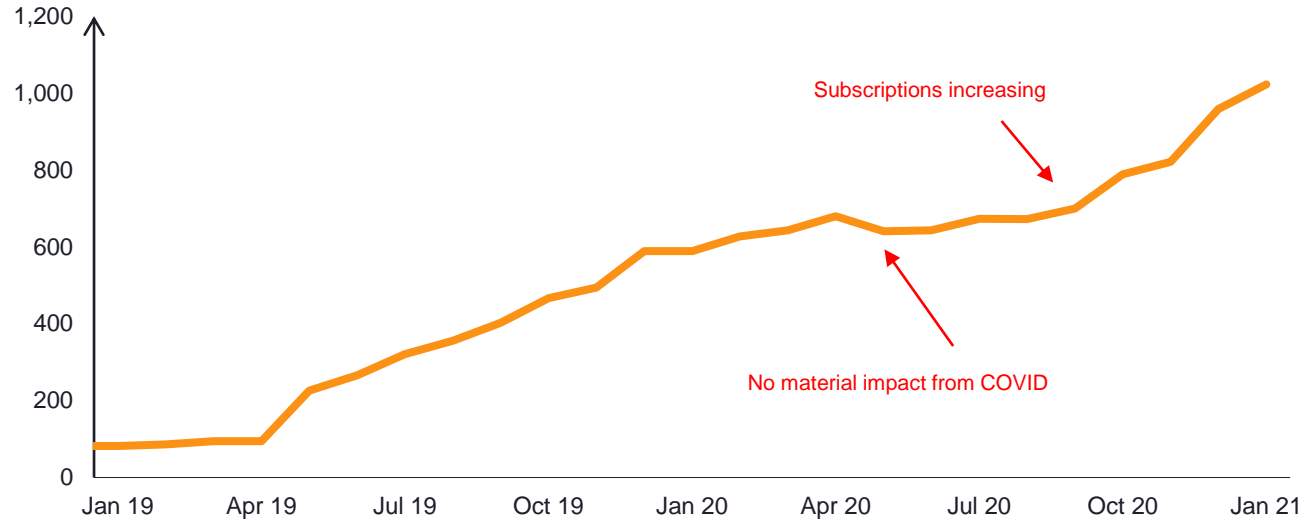


Monetisation from:

- Increasing subscriptions
- Marketing Promoter
- Mortgage Broking

New Zealand growth accelerating

Agents under subscription

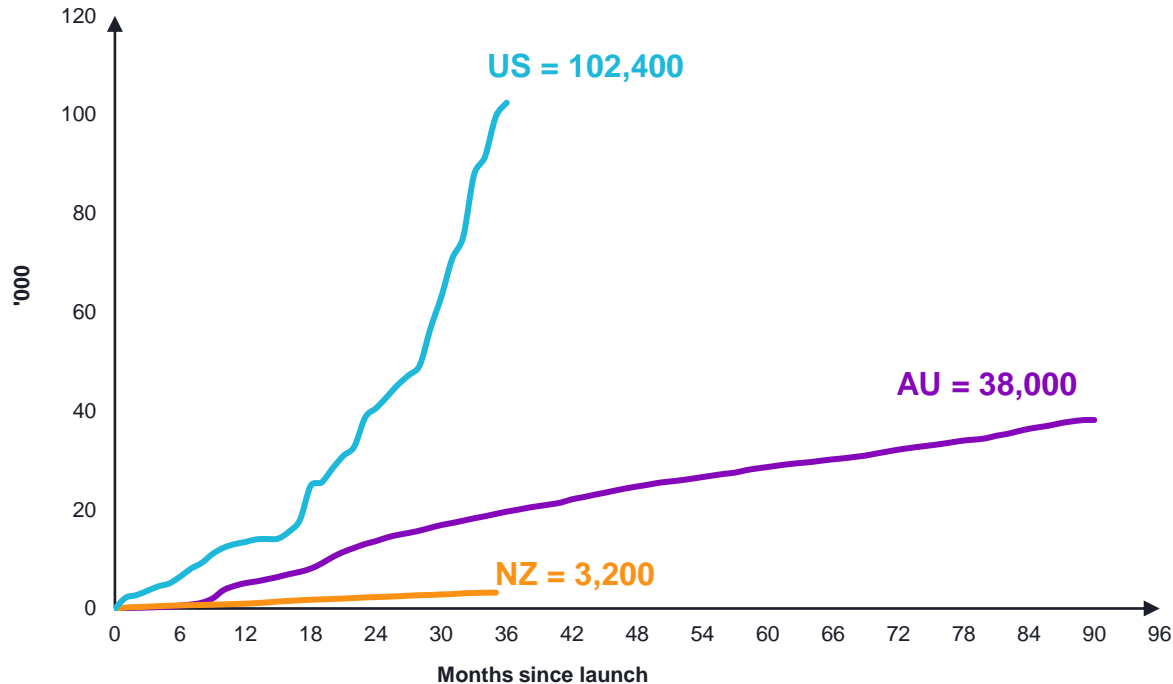


Ongoing Growth;

- Strong uptake in annual subscriptions – signed biggest Ray White office in the world
- Reviews up 63% YOY
- Strong pipeline for ongoing subs – Promoter later

Strong pipeline growth in the US

Agents on platform



- Significant growth in agents on the platform
- 102,400 claimed agents up 32% QoQ and 158% YoY

Next

Near-term

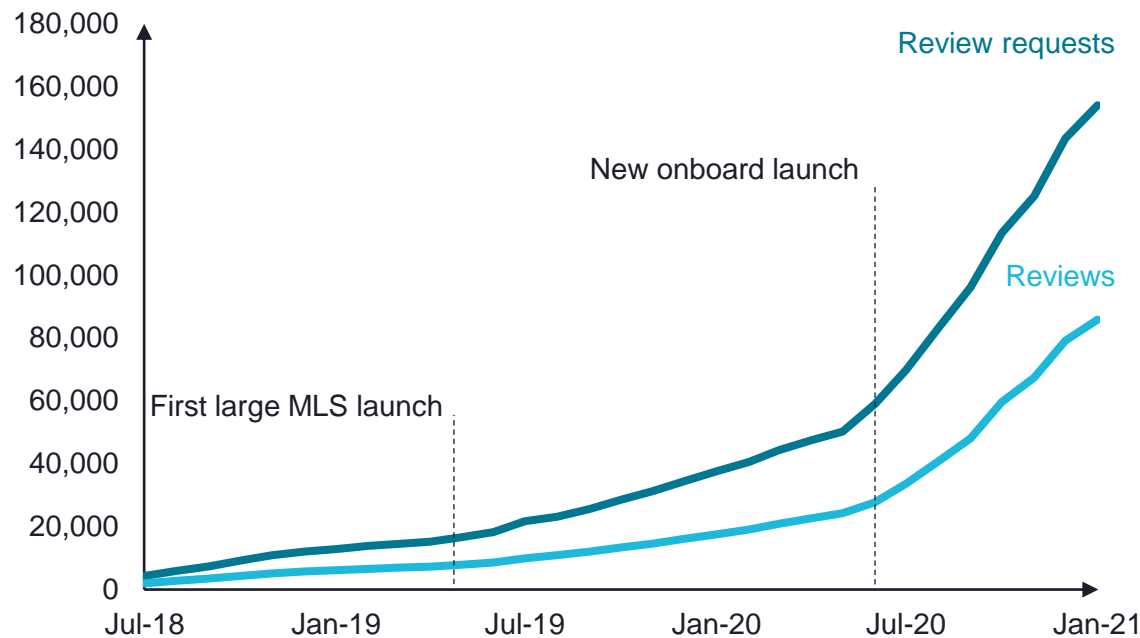
- 200,000 agents on the platform by the end of year
- Significant growth in agent reviews
- Agent Awards to stimulate continued growth

Medium-term

- Monetising the agent base
- More partnerships with large brokerages and MLS's

US agents engaging and building digital footprint

Cumulative reviews and review requests



Review growth strategy

- Over 5x more reviews in 2Q FY21 vs 2Q FY20
- Focus on getting agents to 3 reviews to make platform sticky
- Automated “one-click” reviews through integration with brokerage transaction management systems. A new review every 5 minutes
- More MLS and Agency partnerships
- Targeting large brokerage groups to get even closer to agents
- Importing external reviews from other platforms

Improving cash flows and strong cash balance

- **Operating cash outflow** for the quarter was \$1.52m, a year-on-year improvement of \$1.02m (40%), primarily driven by increased receipts from:
 - Subscriptions, (mainly Australia), with a significant portion of new subscriptions prepaid annual;
 - Promoter revenues; and
 - Mortgage broking subscriptions
- Increase in operating cash outflows from the prior quarter is due to increased investment in product development and additional AU/NZ and US sales resources. New products and staff are expected to start generating revenue in 2H FY21.
- **Cash position:** Cash balance of \$13.85m as of 31 December 2020.

The logo for rmaglobal, featuring the text "rmaglobal" in white lowercase letters inside a dark blue speech bubble shape.

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End of Presentation