

ASX Announcement

19 November 2021

Chairman's and CEO's address to Shareholders

Address by Chairman – Mr David Williams

- Share price
- Board composition
- US market
- Australian and New Zealand markets

Address by CEO – Mr Michael Davey

It has been another disruptive year for our business and I am very pleased to say that, despite the challenges, we have continued to grow on all our major metrics, particularly in the US where we believe we have the right formula to grow the business scalably and efficiently.

Before I go into the details, I'd like to first recap what we do and how we do it.

What we do

Our aim is to be the leading real estate review platform in all countries that we operate. Our software platform "RateMyAgent" provides comprehensive data on sale results for real estate agents and reviews of agent performance.

Real estate agents and mortgage brokers can use these reviews to themselves on the platform and through it on social media and Google.

Sellers of property use our data to compare agents and to find an agent to sell their property.

RateMyAgent has a market-leading position in Australia where 75% of active agents are on the platform and we are growing rapidly in the US and New Zealand.

Core business model

Our business model is based on 4 key elements:

The first is to compile a database on property transactions and agent data and I'm pleased to say that we now have data on almost one million agents. We have also engaged with major brokerages in the US and now have marketing partnerships with four of the top large brokerages with a few more in negotiation.

Agents are then invited onto the platform to claim their profile then encouraged to engage by collecting reviews. These elements were our primary focus in the US over the last year and we are experiencing exceptional growth in both these metrics. There are now over 160,000 agents on the platform who have collected over 230,000 reviews.

The last step is to monetise our transaction and agent database. To achieve this, reviews are critical as they fuel our subscription model.

US update

To recap on our US strategy communicated at the last AGM, our first goal was to first obtain cleaner, more extensive data and get closer to transactions by working closely with major brokerages and Multiple Listing Services. The target set was 100,000 agents on the platform by the end of December 2020, which we reached in the first week of January 2021. For the first half of this year, our goals expanded to include accelerating review collection, which included launching Awards in the US, following which we would look to migrate agents on to a subscription.

I'm happy to report, that so far, everything is going according to our plan despite all the global disruption and in the last quarter we achieved a 85% quarter-on-quarter growth in reviews. 25% of our total reviews in the US were collected in the last quarter alone.

Our strategy for reviews in the US is taking off. We've focussed on automating review requests to make it as easy and simple as possible for agents to engage on our platform. Combined with our RMA Awards Leader Board, which displays to agents their relative position in a suburb/county, this has generated strong competition amongst agents, to prove who is the best at customer service.

An example is Broward county in Florida where in March 2019 there were 115 reviews, but over 9,000 reviews today.

The nature of real estate sales is highly competitive. Our Leader Board is able to quantify to agents which agent is providing the best service to their customers. This drives agent engagement on the platform which in turn translates to subscriptions.

The net result is that we are experiencing exponential growth in our primary engagement metrics, including reviews and social media posts, including Google. This is critical as it also enables agents to see their brand being marketed externally.

With the review generation formula working well, subscriptions are following with our subscription annualised revenue run rate at over USD\$1.0m and growing. Subscriptions are currently our primary revenue source with additional products such as Promoter to be actively marketed from next month in advance of the Awards in late January.

Australia and New Zealand

In Australia, our investment in product and development has continued to deliver with subscription revenues for the 1Q FY22 up 29% on 1Q FY21. Promoter, in particular, has done exceptionally well as agents have had to turn to digital marketing rather than traditional marketing methods to promote their brand.

While some steam came off our post-Awards boost in the last quarter, we are now seeing revenues start to tick up again as Promoter for Listings gains traction.

The trends in New Zealand largely follow Australia with growth in all key metrics and revenues despite long and hard lockdowns impacting the macro real-estate environment.

Summary and closing

Overall, we have weathered the last 18 months well and the business is in good shape to accelerate as the world returns to normal. We experienced significant growth in all metrics across all geographies and have a strong balance sheet, which we believe is sufficient to enable us to be cash flow positive on a monthly basis in 2022.

We invest strongly in our people, who remain highly engaged despite continued long lockdowns and an environment in which staff retention and attraction is very challenging.

We strongly believe we have the right recipe and ingredients for success, and we will continue to focus on growing the business as efficiently and effectively as possible as we accelerate our market penetration and revenue growth in the US.

In closing, I would like to thank our team here at RMA, our Board and our shareholders for your continued support.

Thank you.

--End--

This announcement has been authorised by RMA Global Company Secretary Scott Farndell

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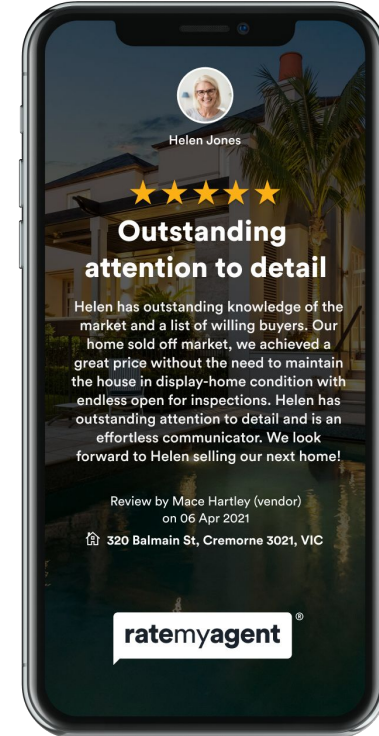
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AGM Presentation

19 November 2021

ASX:RMY Overview

- Comprehensive data on sale results for real estate agents and reviews of agent performance
- Agents market themselves on the platform and through it on social media
- Sellers of property use our data to compare agents and to find an agent to sell their property
- Dominate in Australia (75% of active agents on the platform). Growing rapidly in the US and New Zealand



The path to monetisation in the US



Review growth strategy is working

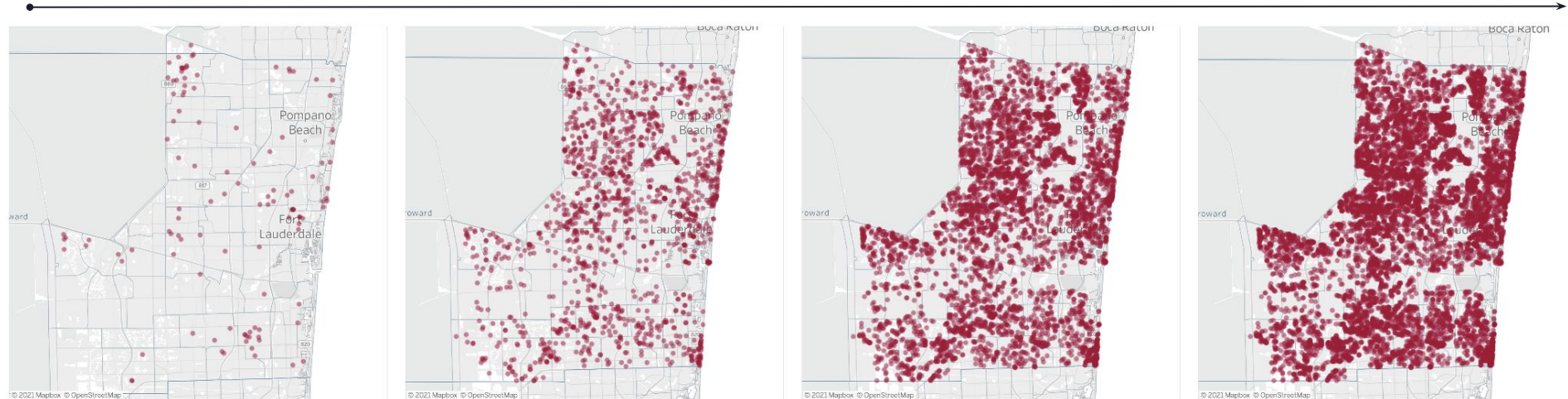
- Review growth strategy:
 - Automation of review requests to drive review collection and engagement
 - Focus on key markets where we have great agent data - e.g. Florida
 - US 2022 Awards in February to drive further competition and review collection
- Example below: Broward county, FL

March 2019 - 115 Reviews

March 2020

March 2021

November 2021 - 9,000 Reviews



Strong competition driving US reviews and engagement

Awards

About My Awards **Leaderboard**

Awards Leaderboard

To qualify for a city or county award, you must have transacted at least 5 properties for the buyer or seller and received at least 5 unique reviews in that area over the previous 2 calendar years.

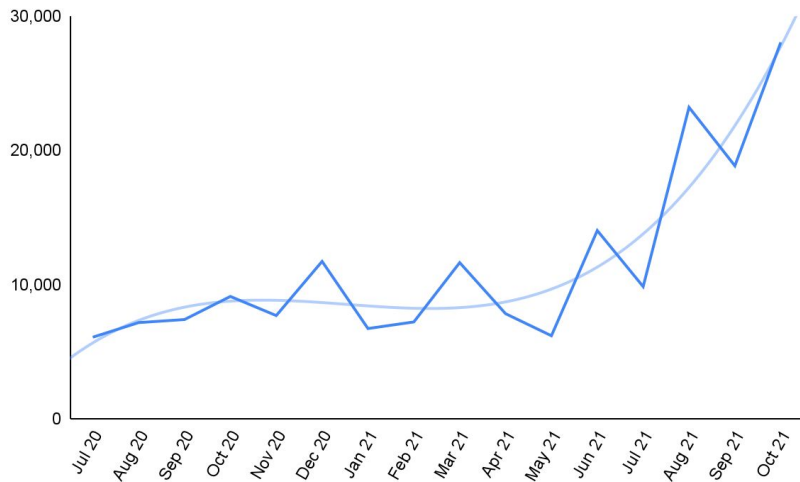
View by		Location			
		Broward County			
			Sales	Reviews	Review/Sales Ratio
1		Roni Sterin The Keyes Company	115	50	44.30%
Roni, you've got 29 opportunities to collect a review in Broward County Get Reviews					
2		Monica Davis Keller Williams Legacy	86	41	50.00%
3		Connie Cabral-Siekierski Berkshire Hathaway EWM Realty (Aventura, 33180)	104	35	34.62%
4		Edward Klem Coldwell Banker Residential Real Estate - Plantation Lakeside	53	31	52.63%
5		CHRIS TOOMEY Keller Williams Realty Professionals	89	30	32.31%
6		Abdulla Richards Art State Of Art Real Estate	76	29	38.46%
7		Patty Da Silva Green Realty Properties Inc.	229	28	12.41%
8		Julia Ray Raydiant Realty	51	25	56.82%
9		Nicole Miller Realty 100 LLC	45	24	53.85%
10		Dave Magua The Keyes Company	33	24	72.09%
UPDATED DAILY					

Competition driving growth

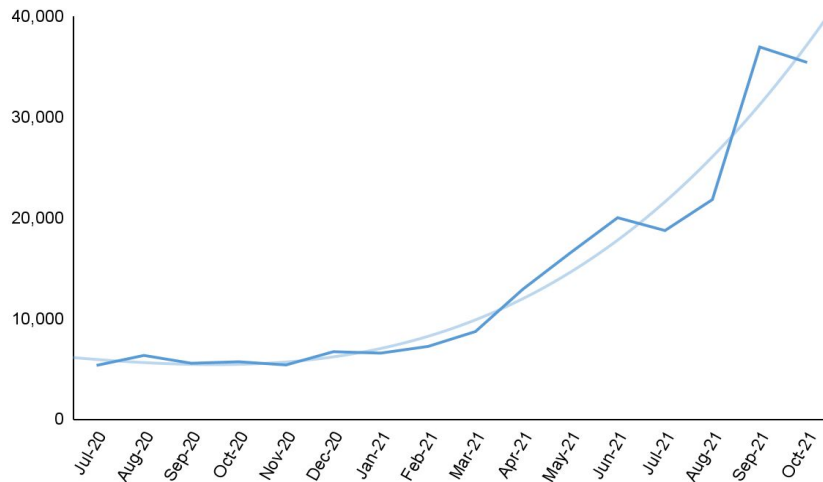
- The best agents in the US are using RMA to compete
- This drives agent engagement on the platform (reflected in the engagement score) and reviews
- This is the same dynamic we saw in Australia driving activity in key US markets
- Which is a driver for subscriptions

Reviews and engagement growing exponentially

US monthly new reviews



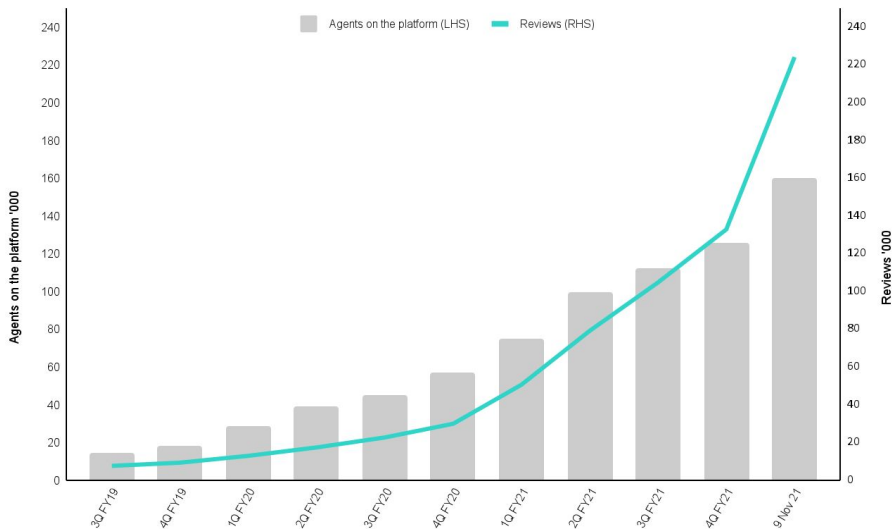
US social media posts



- Review growth driving agent usage of digital marketing tools reflected in increased social media activity (including Google)

Reviews up 85% QoQ

Agents on the platform vs reviews

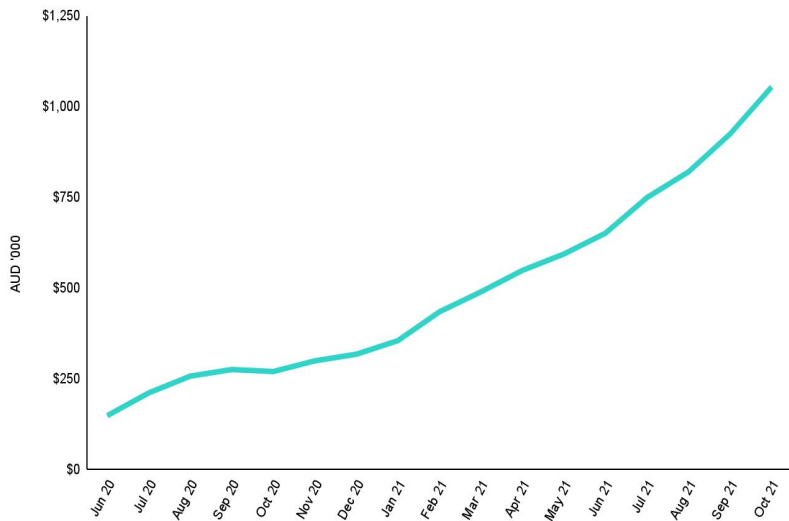


Review growth strategy

- > 230,000 reviews on the platform
- Cleaner and more extensive agent data coverage
- Working more closely with major brokerages
- Focus on getting agents to 3+ reviews
- Launch of US 2022 Awards in February drives competition and review collection

Monetisation increasing

Annualised Revenue Run Rate

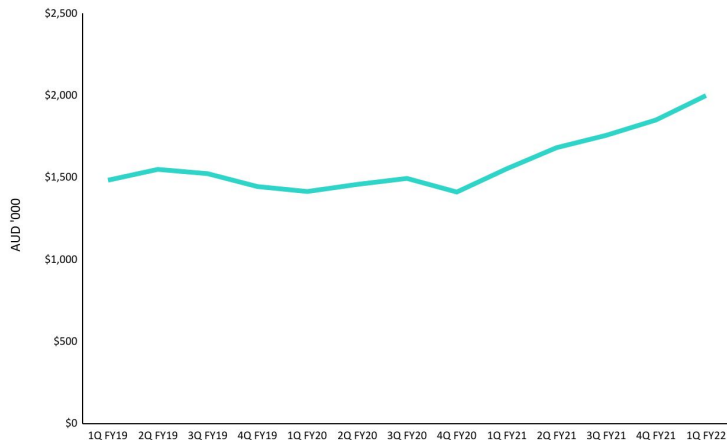


Revenue growth

- Agent reviews drive subscriptions
- Agent subscription growth increasing
- Product pipeline focussed on adding value to the paid subscriptions
- Promoter testing underway

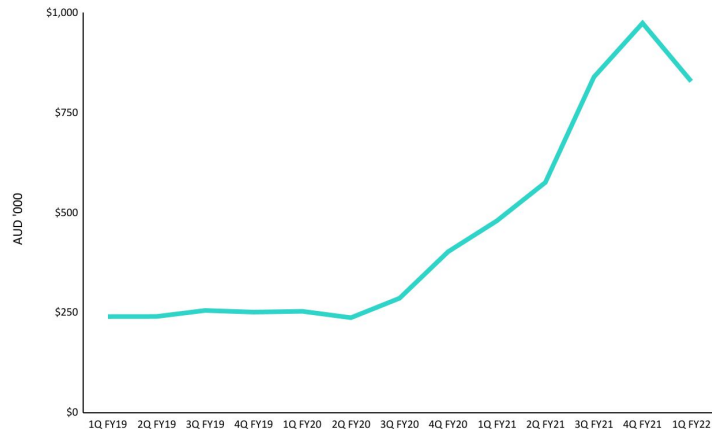
Australian subscriptions all-time high. Promoter up 79% YoY

Subscription revenue



- Subscription revenue in 1QFY22 up 29% in 1Q FY21.
- Promoter: 1Q FY22 up 79% on 1Q FY21.

Promoter revenue

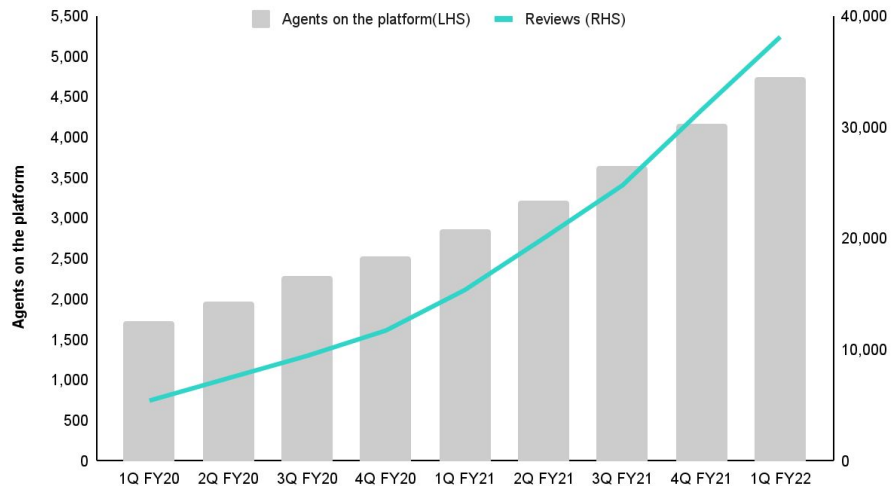


Further growth:

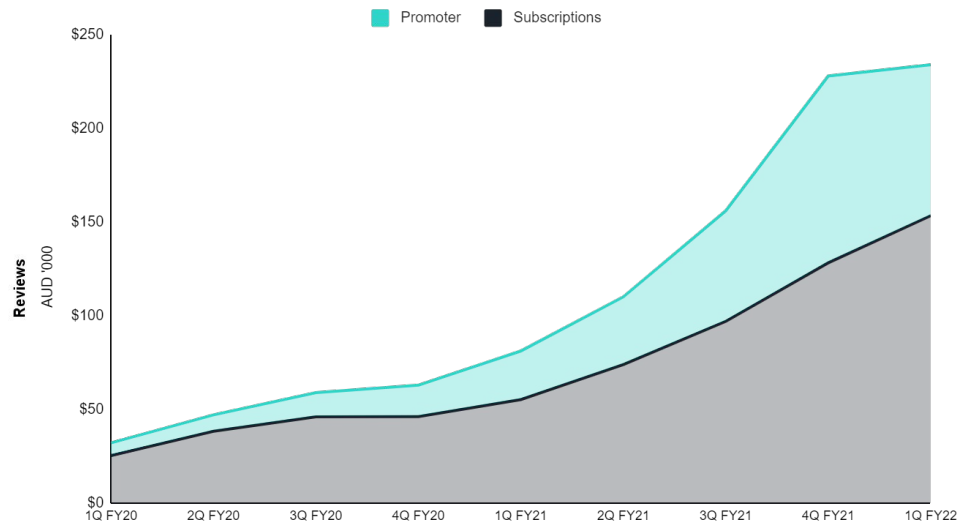
- Subscription product enhancements
- Promoter for Listings - Positive reception in all geographies

Growth in NZ. ARRR up 188% YoY

Claims and reviews

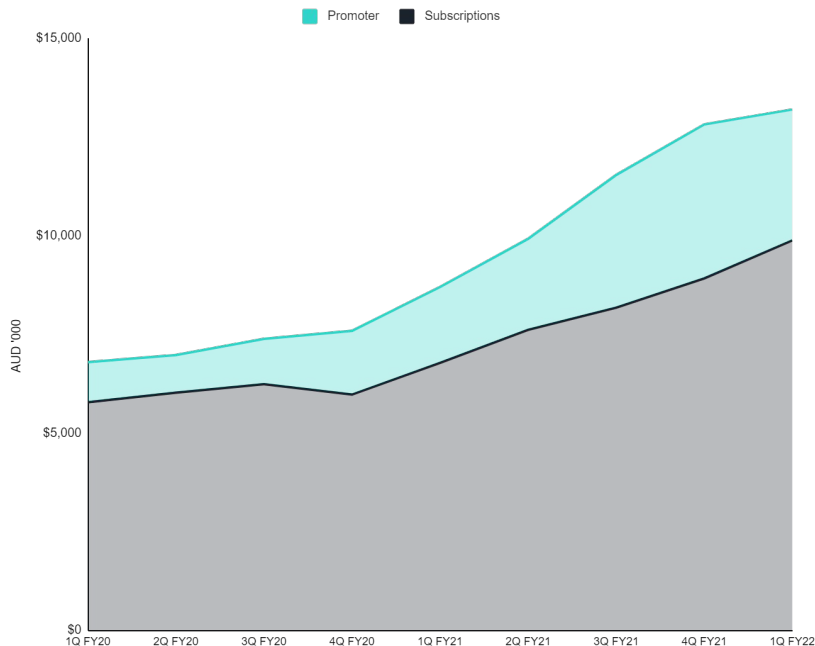


Revenues by product



Summary: Continuing delivery in all key metrics

Group ARRR



Highest levels of platform usage in all markets

- Every market seeing strong review growth

Strong balance sheet

Highly engaged team

- Investment in staff well-being paying off - highly engaged team despite long lockdowns in Melbourne.

Focus is to be cash flow positive on a monthly basis in FY22 through:

- Further monetising agents in AU & NZ
 - US agents and reviews, key MLS and brokerage networks
 - Monetisation of US agents

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