

# ASX Announcement

20 April 2022

## 202,500 US Agents on the platform

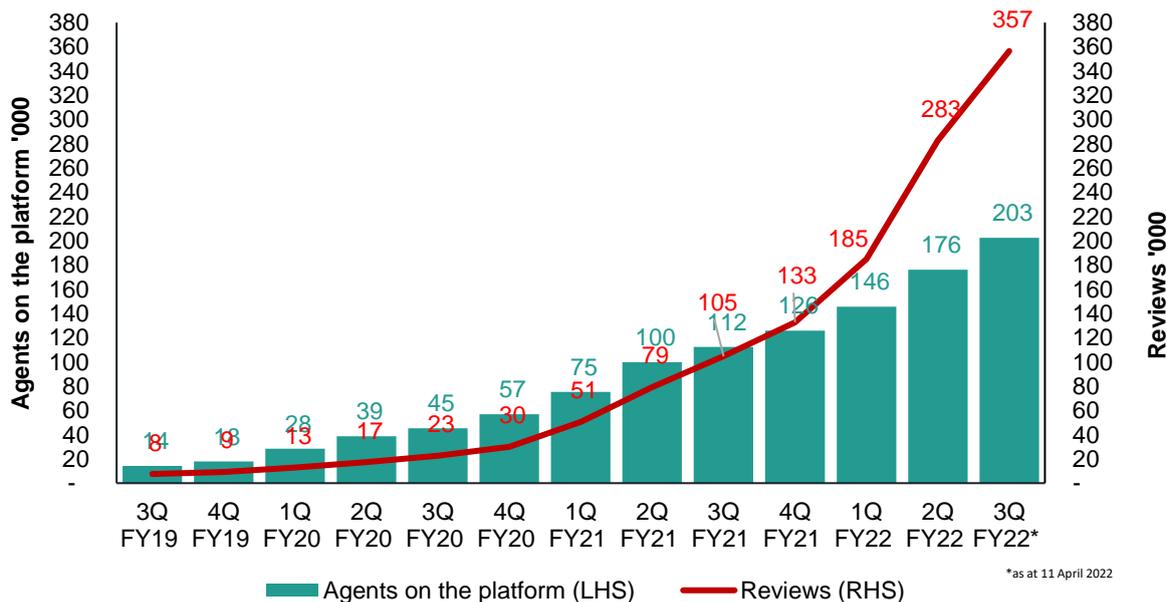
The Company announces that it now has 202,500 US agents on its platform.

Chairman David Williams said, “Agents on our platform are seen by potential sellers and buyers. In many parts of the US stock has started to dry up and agents need to work harder to attract leads. Our platform is a key support for harder working agents.”

The Company believes in the 80/20 rule and that is that the top circa 300,000 agents in the US sell circa 80% of all properties. Therefore, the focus is to have the top 300,000 agents on the platform.”

Agents on the platform have so far collected 356,600 reviews and the Company expects this number to grow exponentially mirroring agent sales, as reflected in the graph below. The Company is assisting this by automating and streamlining the review collection process.

**Agents on the platform and reviews (cumulative)**



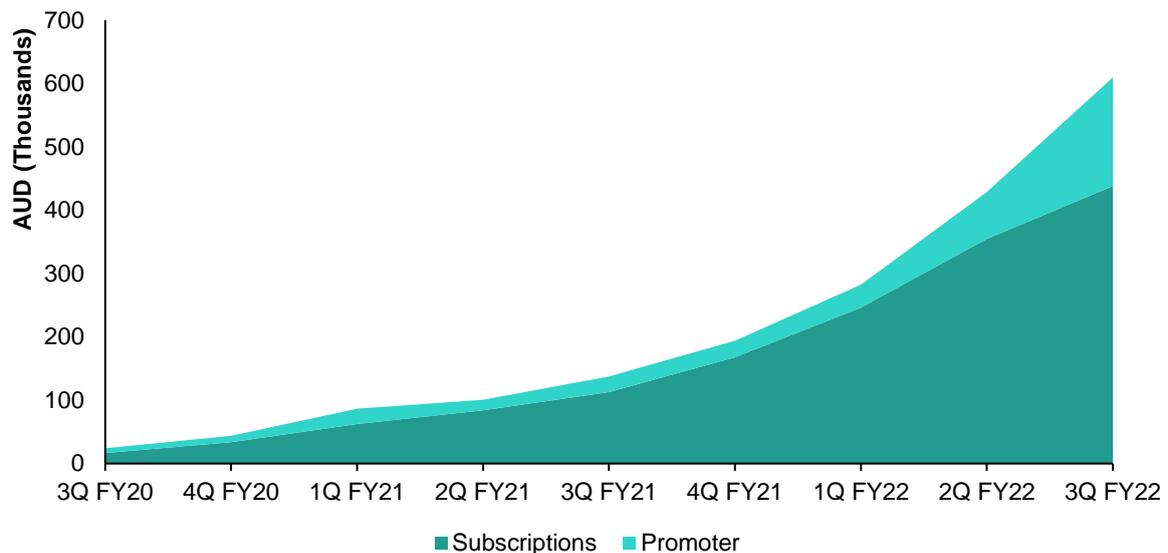
In addition to using reviews to enhance an agent’s profile, the platform allows agents to distribute and share reviews across social media platforms with a few clicks.

Williams said, “Being on the platform is only the beginning. We want agents to have reviews. Great client reviews are powerful for agents. The more reviews an agent has, the more impressive an agent looks on social media and the more likely they are to be found and selected by prospects.”

The Company has just started monetisation initiatives by introducing a 2-week trial period for subscriptions and a ‘lite’ subscription tier priced at US\$19 per month.

Initial results are encouraging, with over 300 trials initiated in March and a c.68% conversion rate to a paid subscription, reflected in the graph below.

#### US quarterly revenues



Authorised for release by the Company Secretary, Scott Farndell

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### **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.