

**ASX Announcement
2 June 2022**

Investor Day Presentation

REA Group Ltd (ASX:REA) will be holding an Investor Day in Sydney today, commencing at 9.00am (AEST). Attached are the Investor Day presentation materials.

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For further information, please contact:

REA Group Ltd Investors:

Alice Bennett
Executive Manager, Investor Relations
P: +61 409 037 726
E: ir@rea-group.com

REA Group Ltd Media:

Angus Urquhart
General Manager, Corporate Communications
M: + 61 437 518 713
E: angus.urquhart@rea-group.com

The release of this announcement was authorised by Owen Wilson, Chief Executive Officer.

About REA Group Ltd: (www.rea-group.com): (www.rea-group.com): REA Group Ltd ACN 068 349 066 (ASX:REA) ("REA Group") is a multinational digital advertising business specialising in property. REA Group operates Australia's leading residential and commercial property websites – realestate.com.au and realcommercial.com.au – as well as the leading website dedicated to share property, Flatmates.com.au and property research website, property.com.au. REA Group owns Smartline Home Loans Pty Ltd and Mortgage Choice Pty Ltd, Australian mortgage broking franchise groups, and PropTrack Pty Ltd, a leading provider of property data services. In Australia, REA Group holds strategic investments in Simpology Pty Ltd, a leading provider of mortgage application and e-lodgement solutions for the broking and lending industries; Realtair Pty Ltd, a digital platform providing end-to-end technology solutions for the real estate transaction process, Campaign Agent Pty Ltd, Australia's leading provider of Buy Now Pay Later solutions for the Australian real estate market and Managed Platforms Pty Ltd, an emerging Property Management software platform. Internationally, REA Group holds a controlling interest in REA India Pte. Ltd. operator of established brands Housing.com, Makaan.com and PropTiger.com and owns a leading portal in China (myfun.com). REA Group also holds a significant minority shareholding in Move, Inc., operator of realtor.com in the US, and the PropertyGuru Group, operator of leading property sites in Malaysia, Singapore, Thailand and Vietnam.



Investor Day 2022



Disclaimer

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This presentation contains forward-looking statements in relation to REA Group, including statements regarding REA Group’s intent, belief, goals, objectives, initiatives, commitments or current expectations with respect to REA Group’s businesses and operations, market conditions, results of operations and financial condition, funding requirements and risk management practices. Forward-looking statements can generally be identified by the use of words such as "forecast", "estimate", "plan", "will", "anticipate", "may", "believe", "should", "expect", "project," "intend", "outlook", "target", "assume" and "guidance" and other similar expressions.

Forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of REA Group. Actual results or performance may vary from those expressed in, or implied by, any forward-looking statements. Accordingly, no representation, warranty or other assurance is given as to the fairness, accuracy, completeness, likelihood of achievement or reasonableness of forward-looking statements or related assumptions contained in this presentation.

Readers are cautioned not to place undue reliance on forward-looking statements, which speak only as at the date of the presentation. Except as required by applicable laws or regulations, REA does not undertake any obligation to publicly update or revise any of the forward-looking statements or to advise of any change in assumptions on which any such statement is based.

Today's agenda

9:00am	Welcome to REA Investor Day	Owen Wilson
9:05am	Our strategy overview	Owen Wilson
9:15am	Consumer Experiences	Val Brown
9:25am	Customer Value	Henry Ruiz, Kul Singh
9:40am	Property.com.au	Henry Ruiz
9:50am	First Q&A session	
10:20am	Break	
10:40am	Property Data	Melina Cruickshank
10:50am	Financial Services	Janelle Hopkins
11:05am	REA India	Dhruv Agarwala
11:20am	ESG	Mary Lemonis, Chris Venter, Tamara Kayser
11:30am	Market outlook	Cameron Kusher
11:40pm	Finance update	Janelle Hopkins
11:45pm	Second Q&A session	
12.15pm	Lunch with ELT	



Our leadership team



Owen Wilson

Chief Executive Officer
(CEO)



Janelle Hopkins

Chief Financial Officer and
CEO Financial Services



Henry Ruiz

Chief Strategy and
Customer Product Officer,
and CEO REAx



Val Brown

Chief Consumer
Product Officer



Melina Cruickshank

Chief Audience and
Marketing Officer,
and CEO PropTrack



Tamara Kayser

General Counsel and
Company Secretary



Mary Lemonis

Chief People Officer



Kul Singh

Chief Customer Officer



Chris Venter

Chief Technology Officer



Dhruv Agarwala

CEO REA India

01

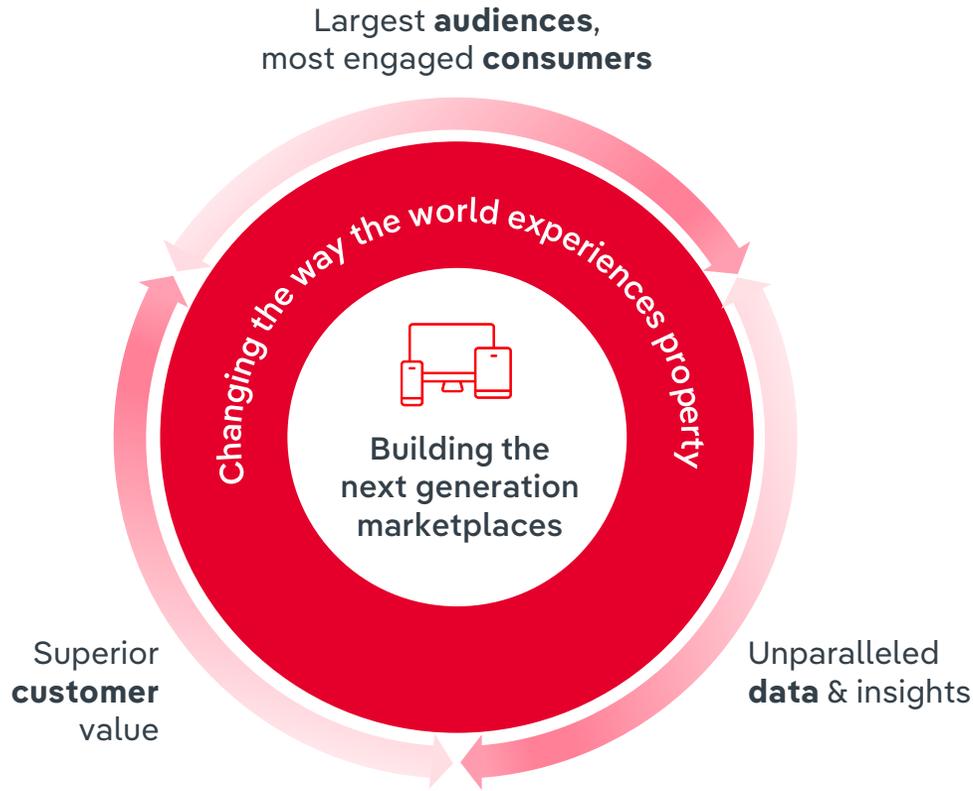
Our Strategy



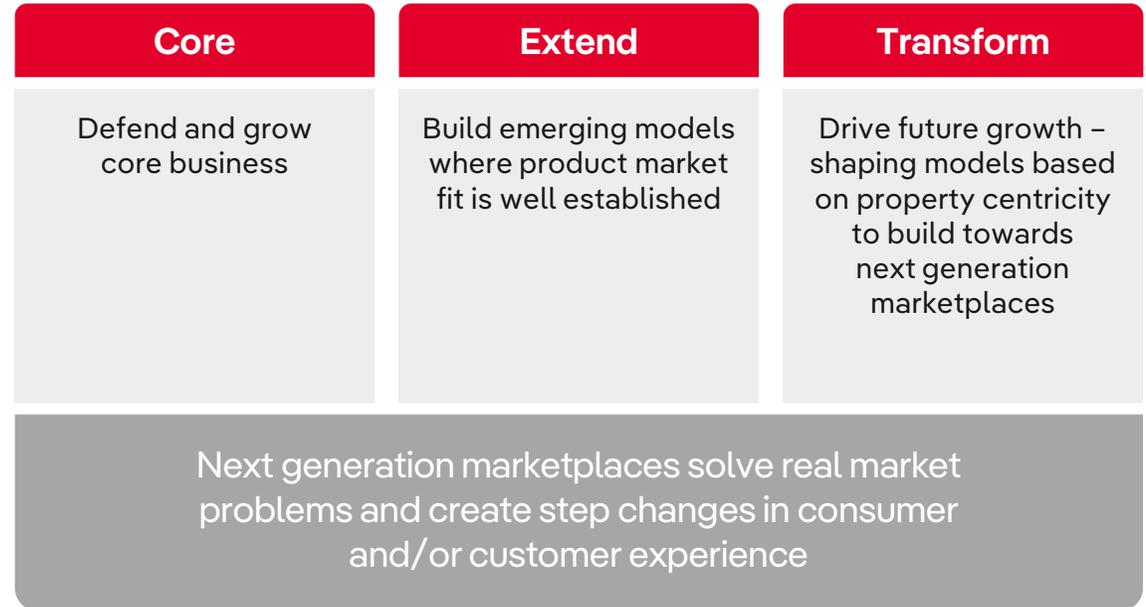
Owen Wilson
Chief Executive Officer

Our purpose and strategy is more relevant than ever

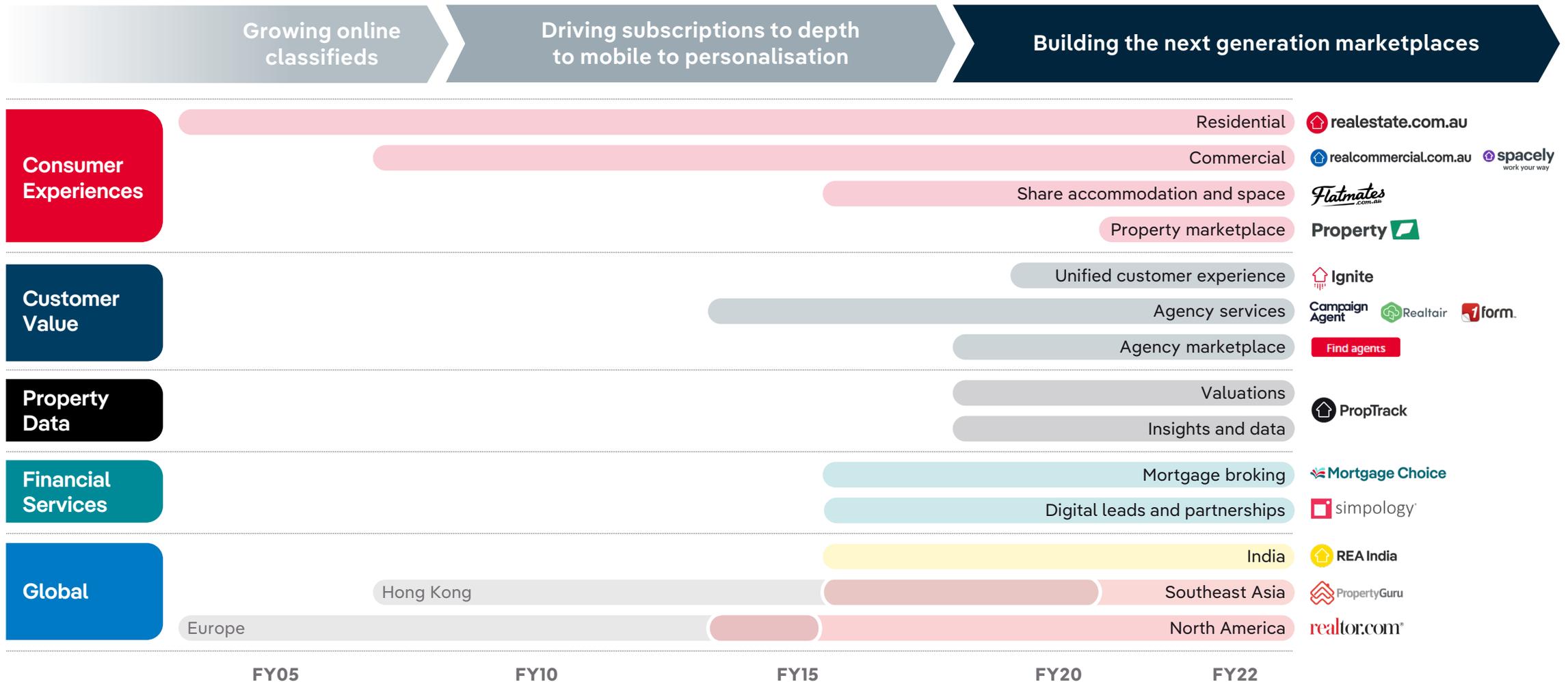
Our purpose and strategy



Overlaying the lens of horizons to our strategy



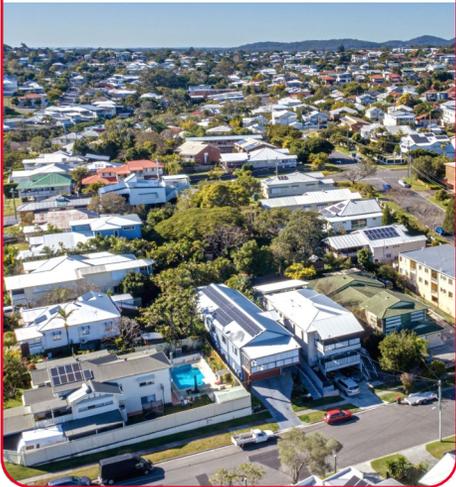
We have evolved from a residential listing portal to a property, finance and data business



Our strategic priorities are clear

Consumer Experience

Engage Australia's largest audience of property seekers, driving more leads to our customers.



Customer Value

Deliver superior customer value "under one roof" across property advertising, agent marketplace and agency services.



Property Data

Build Australia's leading property data, valuations and insights provider.
Power REA with data.



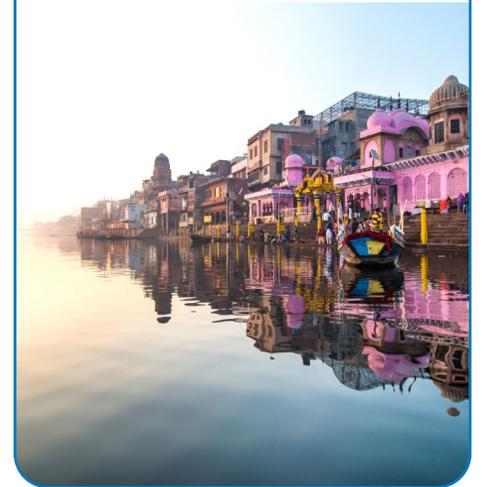
Financial Services

Be Australia's #1 retail broker business and develop an online home loan marketplace in Australia.
Provide choice and make it easy for consumers to find and finance property.



Global

Be India's undisputed #1 portal, demonstrating strong audience and market share growth.
Gain exposure to large and growing markets through Global investments.



Our growth will be underpinned by significant opportunities

Consumer Experience

Continue audience leadership

Grow membership

Drive lead volumes

 realestate.com.au

Property 

 realcommercial.com.au

Flatmates
.com.au

Customer Value

Continue advertising leadership

Grow Agency Services

Drive Agency leads

 realestate.com.au

Property 

 realcommercial.com.au

 Ignite

Property Data

Power REA experiences

Digitise mortgage valuations

Commercialise our data

 PropTrack

Financial Services

Grow broker volumes and loan books

Drive leads and conversion

Expand solutions

 Mortgage Choice

 simpology

 realestate.com.au

Global

Audience leadership

Grow ARPU / economics

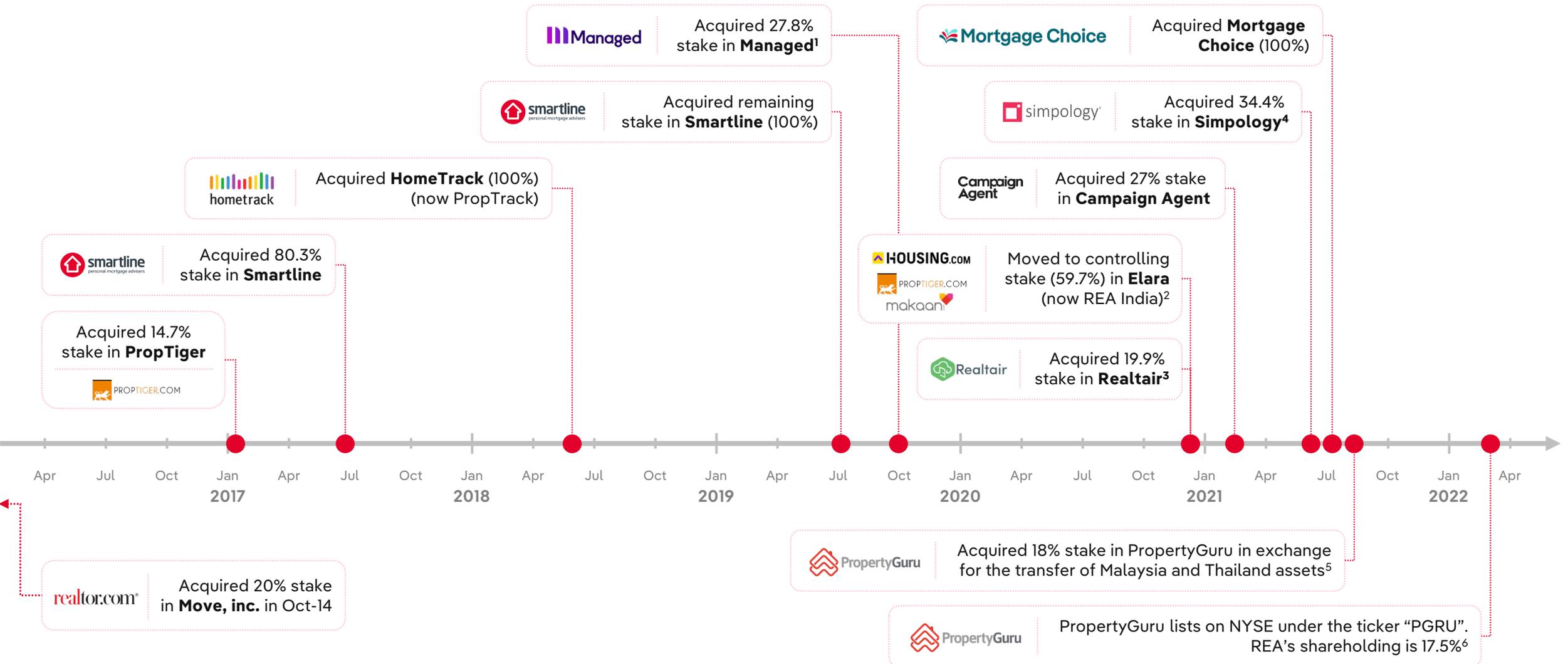
Grow adjacent marketplaces

 REA India

 PropertyGuru

 realtor.com®

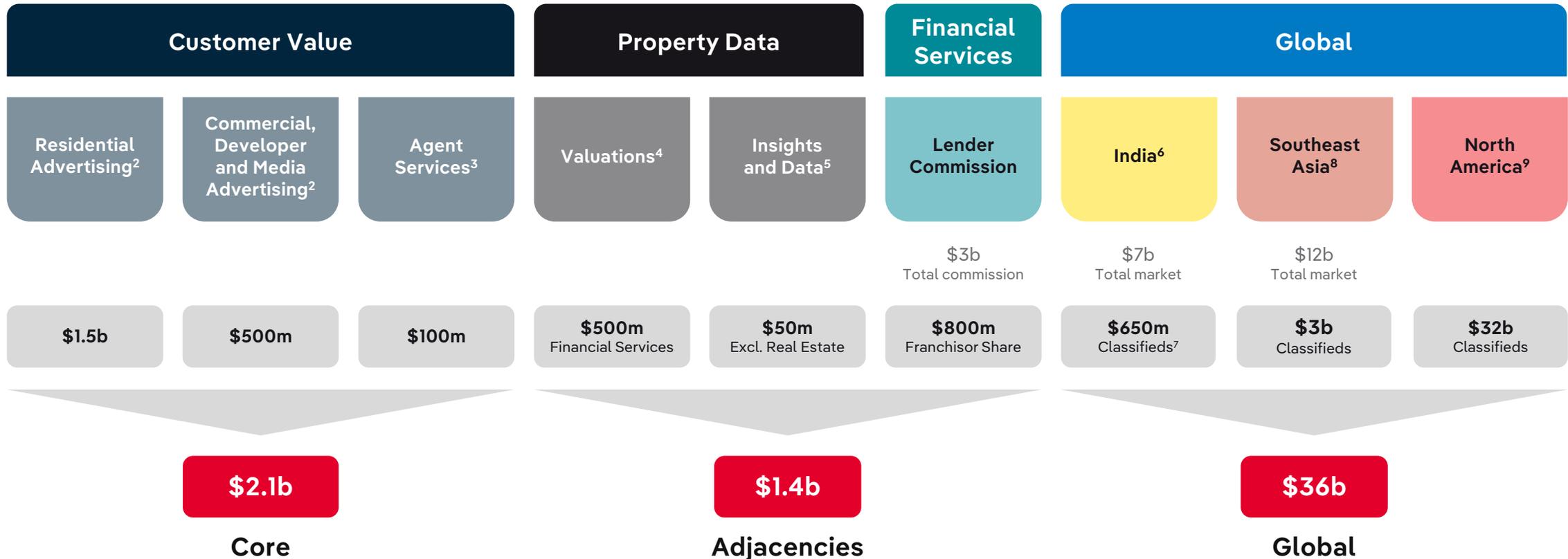
We have accelerated REA's strategy through pivotal investments



(1) Managed shareholding now 27.5%. (2) The Group held a 59.65% shareholding in Elara (now REA India) on acquisition and subsequently increased its holding to 60.65% as at 30 Jun 21. Shareholding increased to 65.49% in Jul 21. (3) In Dec 20, the Group acquired a 17.9% share in Realtor and in Jan 21 increased its holding to 19.9%. In Dec 21, REA invested an additional \$15m to take our holding to 31.7% fully diluted. (4) Simpology shareholding now 33.8%. (5) 18% undiluted, 16.6% on a fully diluted basis if all warrants and ESOPs are exercised. (6) REA invested an additional US\$52m as part of the listing process. Holding is 17.5% undiluted, 15.3% on a fully diluted basis if all warrants and ESOPs are exercised.

We have significant opportunities across large addressable markets

Total addressable markets¹



(1) All figures in AUD on 30 April, 2022 (1 AUD = 0.71 USD) and rounded to nearest \$50m; (2) Includes digital and print advertising, staging and branding (3) Includes data solutions and digital tools (incl. CMA), and excludes CRM, property management; (4) Excludes government, real estate and insurance valuations; (5) Excludes real estate data solutions (e.g. includes financial services, government, insurance, and other industries); (6) Includes real estate classified advertising, agent commissions (developer, resale and rental), financial services and adjacencies; (7) Includes digital and print advertising; (8) Includes real estate advertising for Indonesia, Malaysia, Singapore, Thailand, Vietnam; (9) Includes digital and print residential real estate advertising.

02

Growth Opportunities



Owen Wilson
Chief Executive Officer



Consumer Experiences



Val Brown
Chief Consumer Product Officer



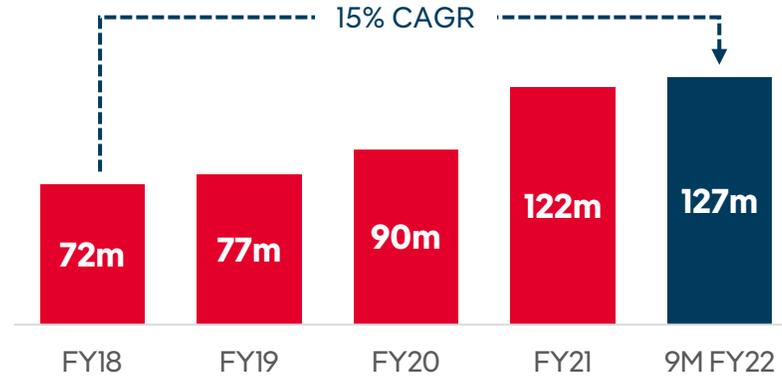
We are Australia's #1 address in property



Monthly visits¹

127m

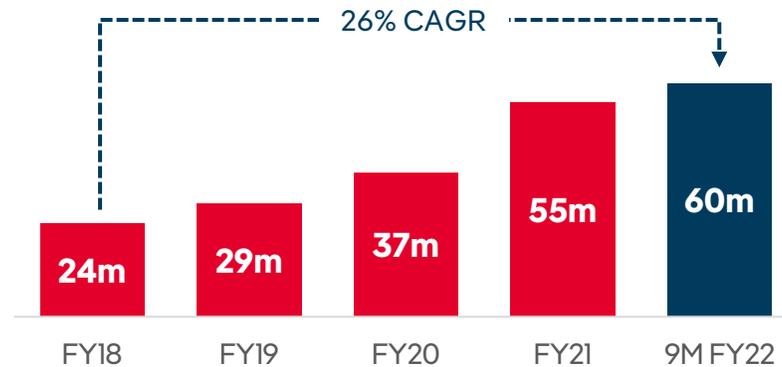
Average monthly traffic to realestate.com.au on all platforms



App launches²

60m

Average monthly launches of realestate.com.au app



- 3.3x more visits than our nearest competitor³
- #6 largest online brand in Australia⁴
- The largest and most engaged audience drives the greatest value

(1) Nielsen Digital Media Ratings (Monthly Tagged), Jul-21 – Mar 22, P2+, Digital (C/M), text, realestate.com.au, total sessions. (2) Nielsen Digital Media Ratings (Monthly Tagged), Jul-21 – Mar 22, P2+, Digital (C/M), text, realestate.com.au, app launches. (3) Nielsen Digital Media Ratings (Monthly Tagged), Jul-21 – Mar 22, P2+, Digital (C/M), text, realestate.com.au and Domain, total sessions. (4) Nielsen Digital Media Ratings (Monthly Total), March 22, P2+, Digital (C/M) Text, All Categories, Unique Audience.

Membership provides a compelling opportunity for lead generation

Unique audience monthly average¹

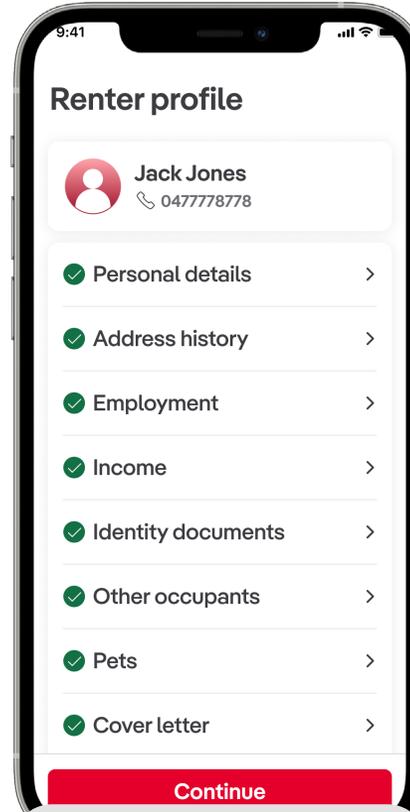
12.6m

Active members monthly average²

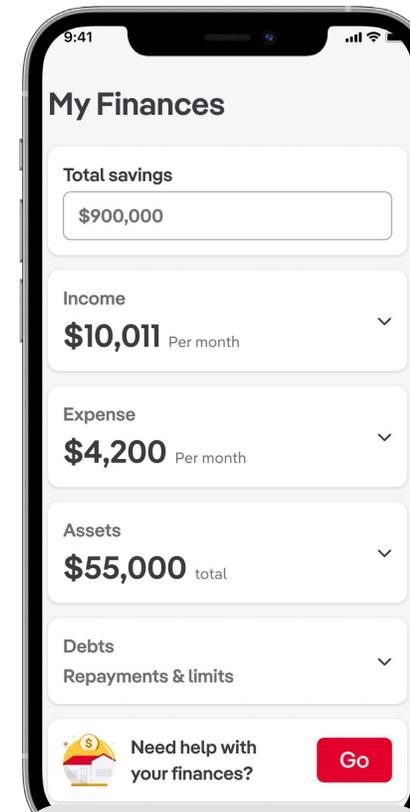
2.4m

Members are highly engaged³

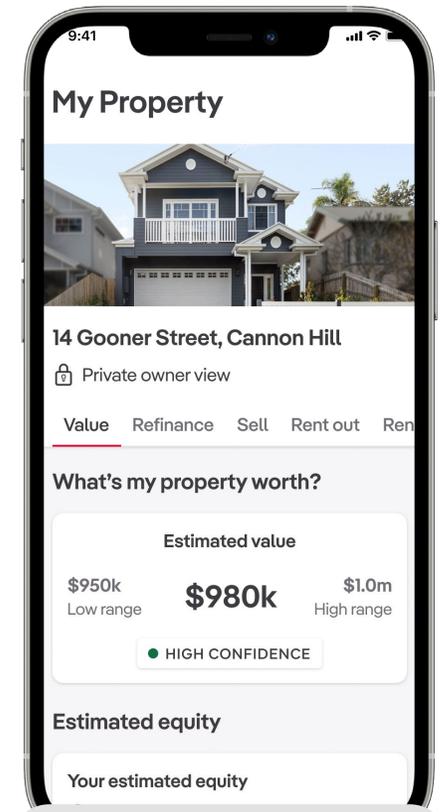
3x more likely to act



1m+ Renter Profiles



1.7m+ Financial Profiles

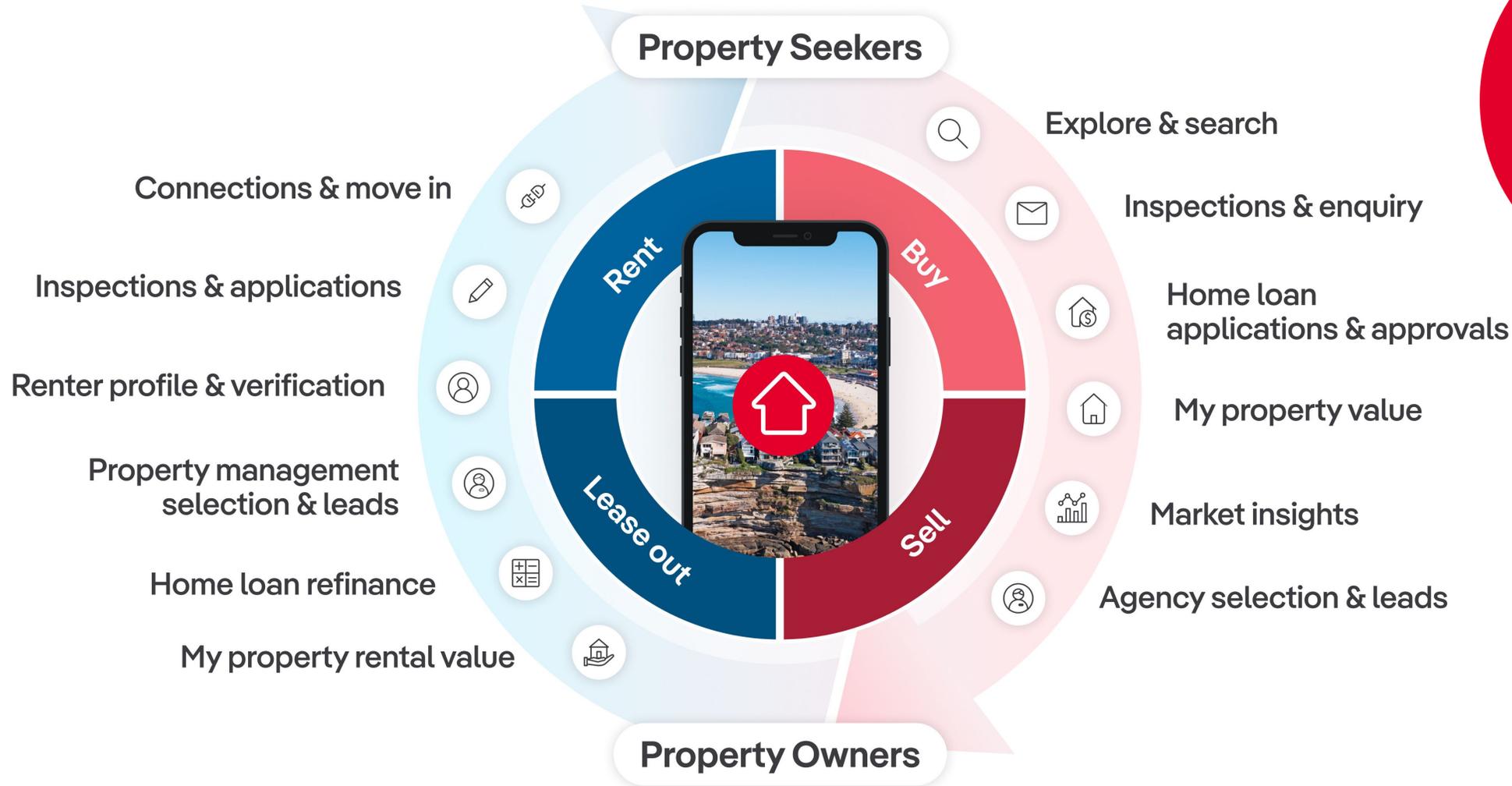


1.5m+ Owners tracking

Driving more high value leads from renters, buyers and sellers

(1) Nielsen Digital Media Ratings (Monthly Tagged), Jul 21 - Mar 22 (average), P2+, Digital (C/M), text, realestate.com.au, Unique Audience. (2) REA Internal data, Jul 21 - Mar 22 (average), an active member is defined as a logged in consumer who has acted at least once within a month period. (3) REA Internal data, Jul 21 - Mar 22, actions include buy or rent enquiry and financial leads by a logged in member compared to an anonymous user.

realestate.com.au is the lifelong property companion



Our consumer proposition is underpinned by **trust, choice and service**

Key Consumer takeaways

1

Realestate.com.au is **Australia's #1 address for property**, with **127m** average monthly visits, **3.3x more** than our closest competitor.

2

Realestate.com.au is the **6th largest online brand** in Australia.

3

Our **12.6m unique audience** drives our membership base which has **2.4m active members** who are highly engaged, and are **3x more likely to act**.

4

Having the **largest and most engaged audience in our marketplace** is critical to drive value for our customers, with strong **lead generation** fuelling our future growth.

Customer Value



Henry Ruiz
Chief Strategy
and Customer
Product Officer



Kul Singh
Chief Customer
Officer



Key Customer Value highlights



Record depth penetration and buyer enquiries

Premiere penetration driving growth, with strong engagement across all states; buyer enquiries up 23% YoY¹

#1 position

Rent listings and applications

Market leading position in rental listings and share of rental applications

+74% YoY¹

Audience Maximiser growth

Strong penetration of our add-on products

+47% YoY³

Agents with reviews growth

Almost every active agents in Australia has collected a review



Record customer satisfaction

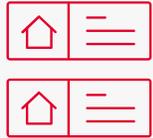
Customer satisfaction scores are at an all-time high and we have increased the gap to nearest competitor²

+112% Last 6 months⁴

Connect engagement growth

Significant growth in engagement reflecting the value and empowerment the product suite offers agents

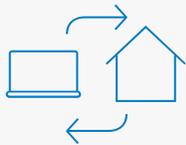
Our residential customer strategy provides superior value



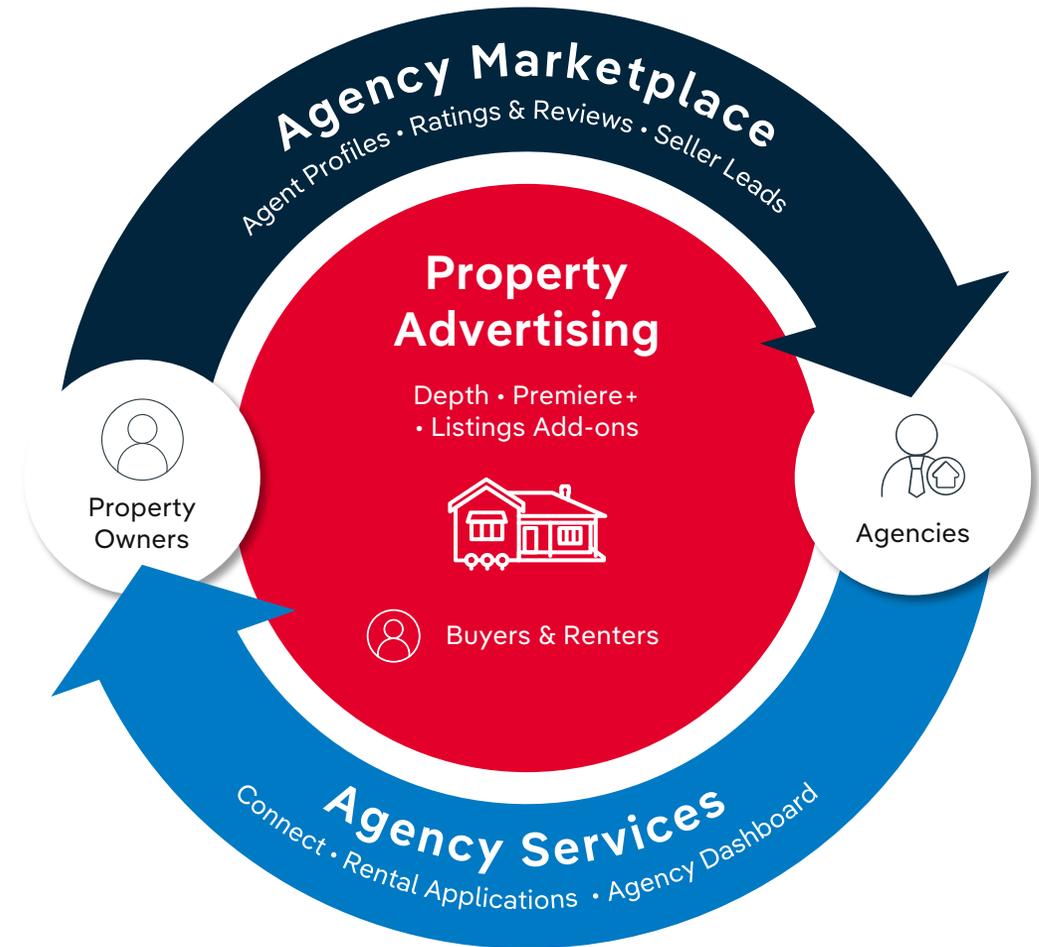
Property Advertising: Offering customers a comprehensive and flexible set of high-performing solutions which target Australia's largest property seeking audience



Agency Marketplace: Helping our customers grow their businesses through the generation of new vendor leads



Agency Services: Providing customers with leading digital services aimed at streamlining their workflows



We are well positioned to leverage our clear value proposition

An aerial photograph of a coastal town, showing a mix of residential buildings, green spaces, and a long pier extending into the ocean. The image is framed within a large, light grey circular border.

We capture **less than half** the marketing schedule today¹

Our share of the property transaction is **very small**²

We deliver **3.3x more visits** than the next competitor³

(1) REA Internal; (2) ABS and REA internal data, where share of the transaction or 'take-rate' is defined as REA residential advertising revenue as a proportion of total property sales (transaction) value; (3) Nielsen Digital Media Ratings (Monthly Tagged), Jul-21 - Mar 22, P2+, Digital (C/M), text, realestate.com.au and Domain, total sessions.

Premiere+ is a new bundle and the most complete marketing package in market



All the benefits of our Premiere product, plus

Pre-market: Build demand early with the most engaged buyers

'Coming soon' buyer notification

'Coming soon' Premiere listing on realestate.com.au

'Coming soon' exposure on property.com.au

On-market: Amplify your listings and reach even more buyers

Unlimited Premiere listing on realestate.com.au

eBrochure Buy

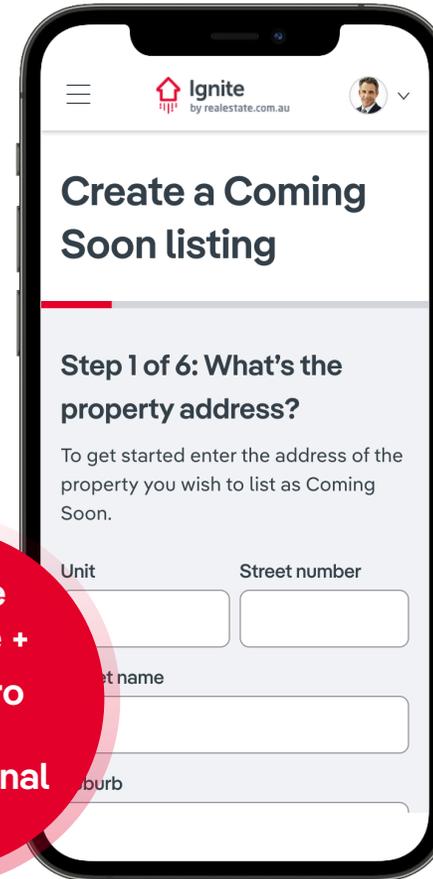
Listing bump (1 per listing)

Exposure on property.com.au

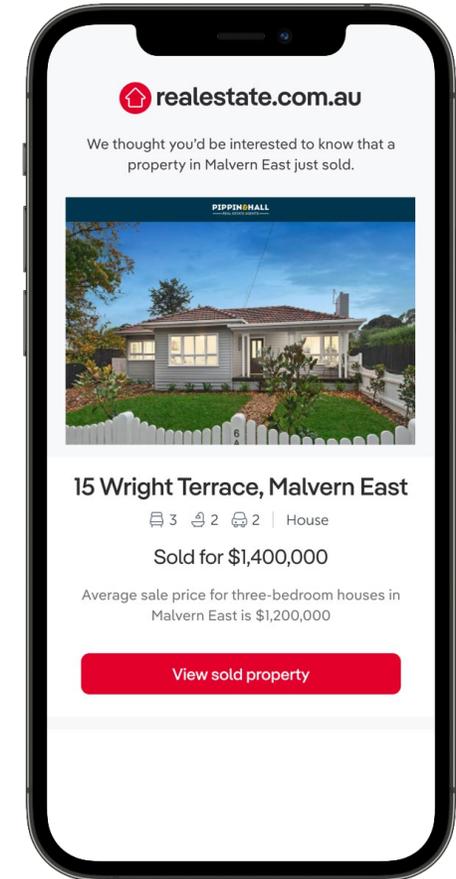
Post-market: Share your success

eBrochure Sold

Premiere
All 60 rate +
\$150 Metro
 (excl. GST)
\$100 Regional
 (excl. GST)



'Coming Soon' in Ignite for Agents



eBrochure Sold

Our agency marketplace helps agents grow their business

We believe a subscription model is the most attractive way to bring our seller leads to market



Marketplace visits¹

+18%

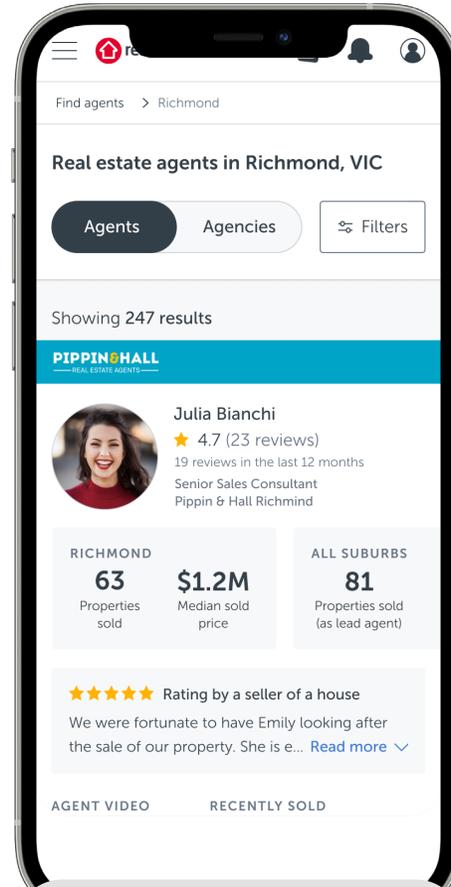
Ratings and reviews¹

+56%

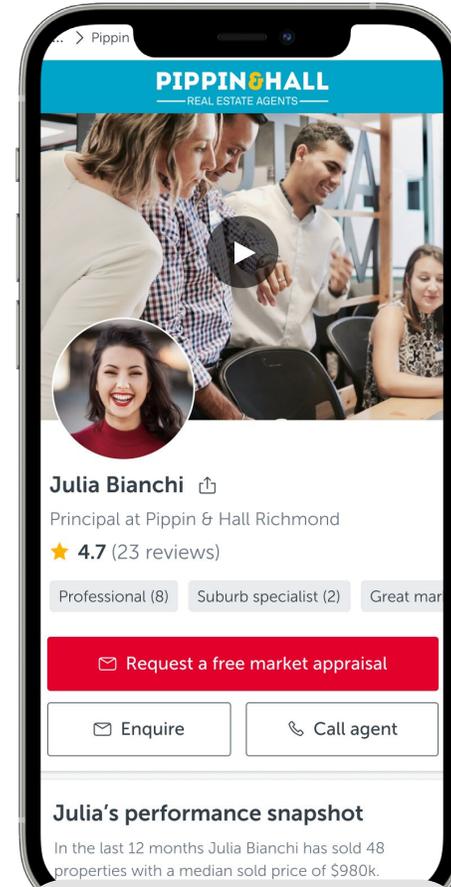
Seller leads¹

+77%

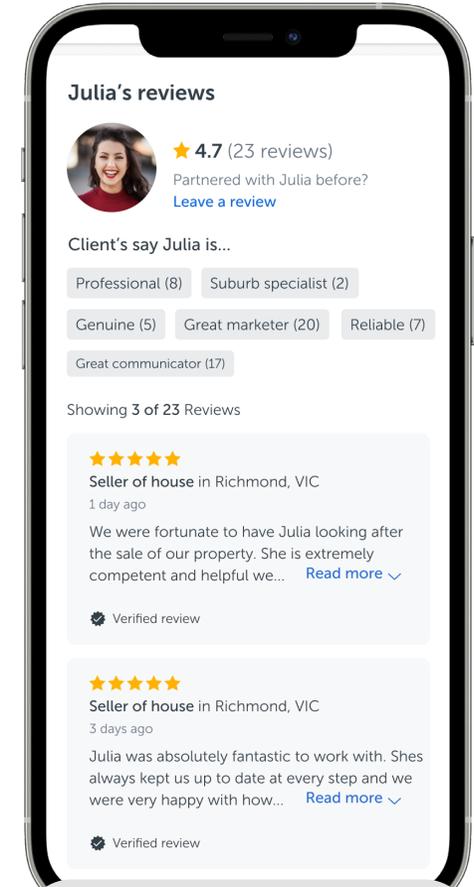
We plan to introduce new, enhanced seller leads through a subscription model



Agency marketplace



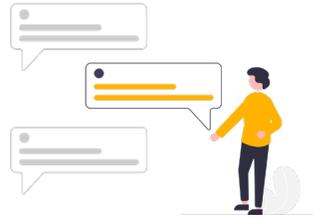
Agent profile



Ratings and reviews

(1) Internal data: Jul-Mar FY22 vs Jul-Mar FY21;

We are creating digital solutions to help our customers win listings and sell property more efficiently



Our unique proposition will generate significant Customer value to support continued revenue growth



Agent Marketplace

Agency Services

Advertising



Prospective seller

Identify prospective seller

Build confidence and trust

Deliver high-value seller services

Recommend agents

Convert prospective seller

Advertise property (sell/rent)

Australia's **largest online audience** of prospective sellers

Declared intent

Behavioural intent

Market insights

AVM

Market appraisal

Home loans

Connecting **highly qualified sellers** with recommended agents

Connect

CMA
Pitch
Sign
Market Insights

Premiere+
Premiere
Audience
Maximiser

We create the highest intent leads for our customers



We offer the tools to help agents convert leads and sell property more effectively

Key Customer takeaways

1

We are targeting **double-digit yield growth** through the cycle¹.

2

Advertising: **Premiere+ is well placed to drive multi-year yield growth** from FY23 onwards.

3

Agency Marketplace: **We plan to introduce our seller leads subscription offerings** in H2 FY23, with commercialisation from FY24.

4

Agency Services: **Strong headroom for Connect growth** as our customers continue their migration from paper based to digital tools and workflows.

(1) Yield growth refers to YoY change in Buy yield, defined as price, depth and add-ons. Through the cycle is defined as average YoY growth through the property cycle (~3-5 years).

Property



Henry Ruiz
CEO REAx



Motivating property owners creates a large opportunity to drive growth in listings

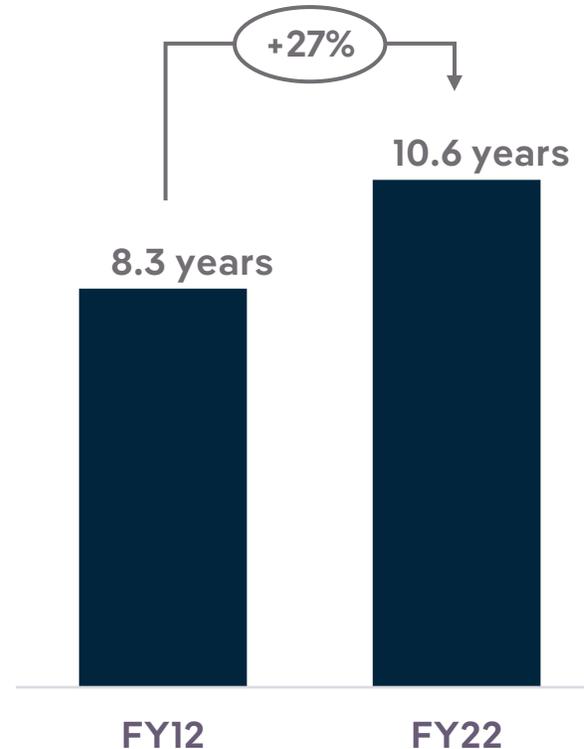
2 out of 3 prospective sellers do not go on to sell¹; finding confidence to sell is one of the key barriers

Our mission is to empower more property owners to act, and in turn create more options for buyers

RE A  Is focused on transformational concepts to drive future growth

Property  Is our first step towards giving owners the confidence to sell

Average property ownership duration¹

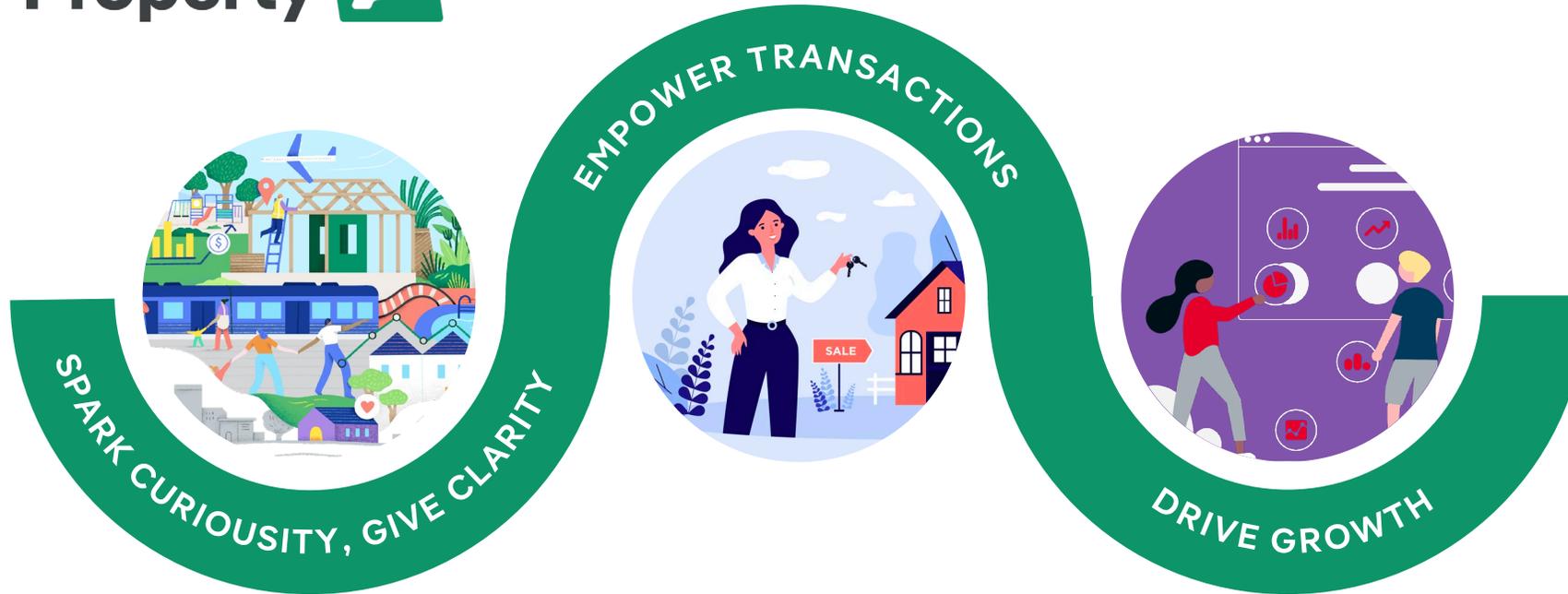


Stimulating just 1% of all prospective vendors would create ~8,000 more listings

(1) REA Property Seeker Report 2022 (research conducted by Research Ink); ABS Residential Property Price Index (Series 6416.0)

Introducing the full picture on every property: [Property.com.au](https://www.property.com.au)

Property 



The first job to be done for buyers and sellers is to research properties. Listings can only tell part of the story, so there is a need for more information.

We have started by turning [property.com.au](https://www.property.com.au) into the full picture on every property

[Property.com.au](https://www.property.com.au)

- Driven by property information (property-centric experience)
- Stimulates transactions
- Serves consumers first and in turn customers

[Realestate.com.au](https://www.realestate.com.au)

- Driven by listed properties (listing-centric experience)
- Supports on-market sales campaigns
- Serves both customers and consumers

Our first step is building the leading property research destination

#5

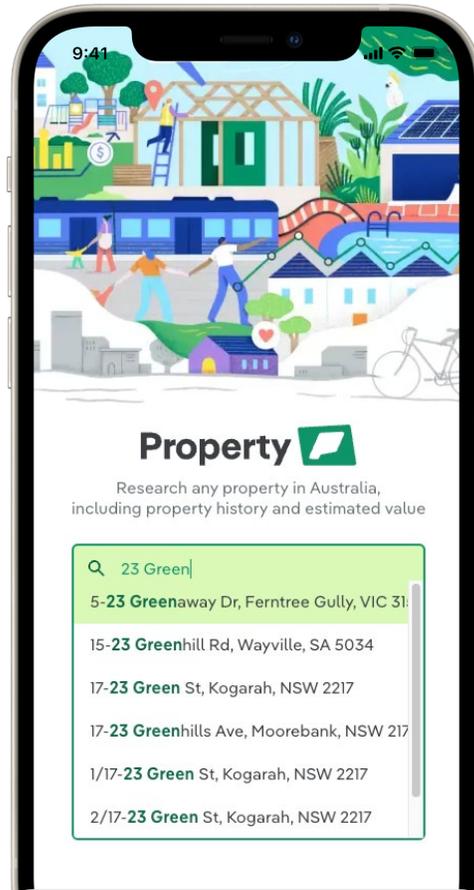
Property site
in Australia

15m

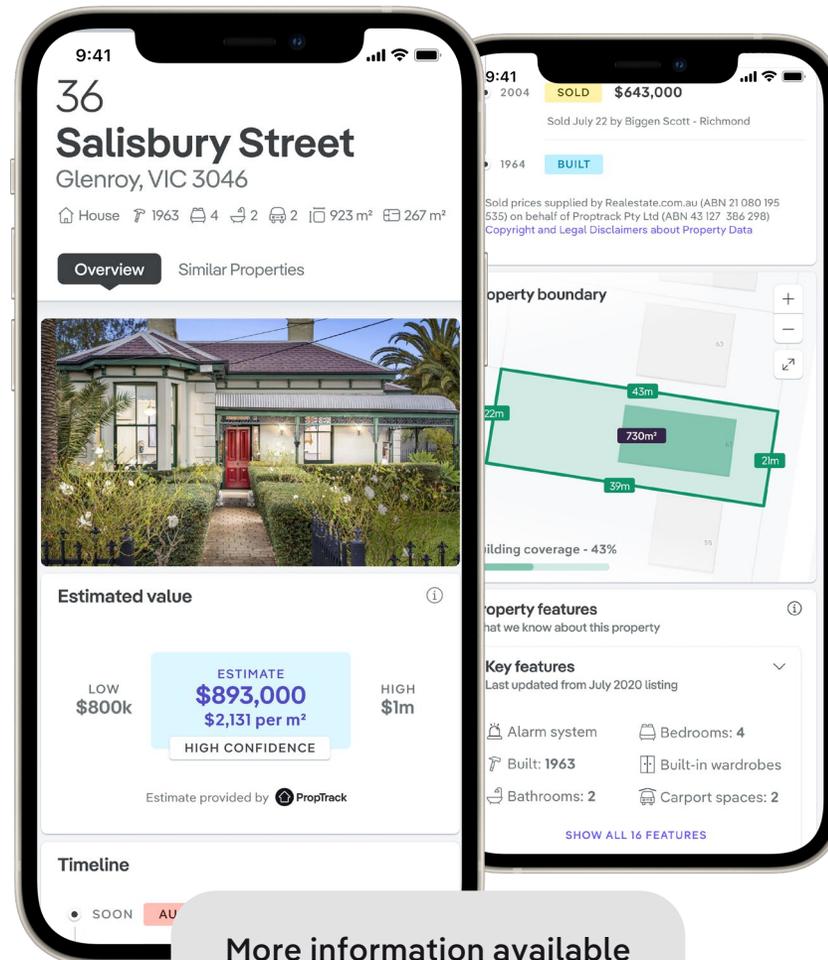
Searchable
addresses

8m

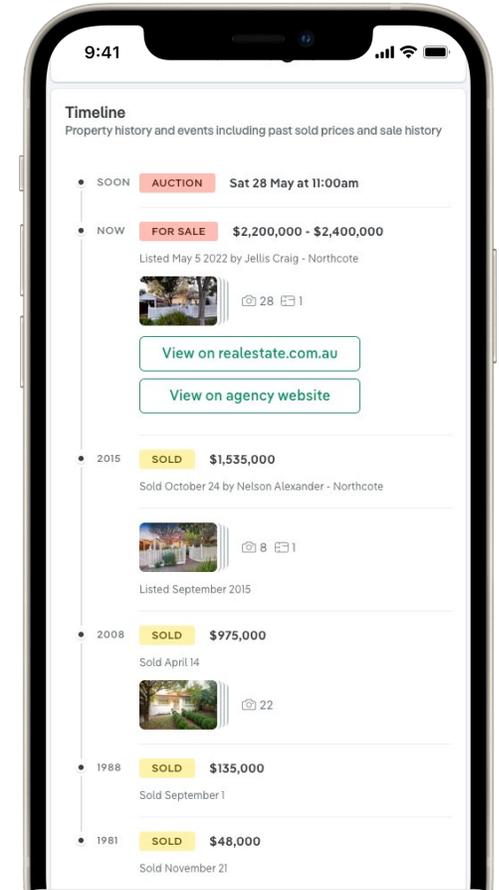
Address
searches
monthly



Property-centric experience
focused on address searches

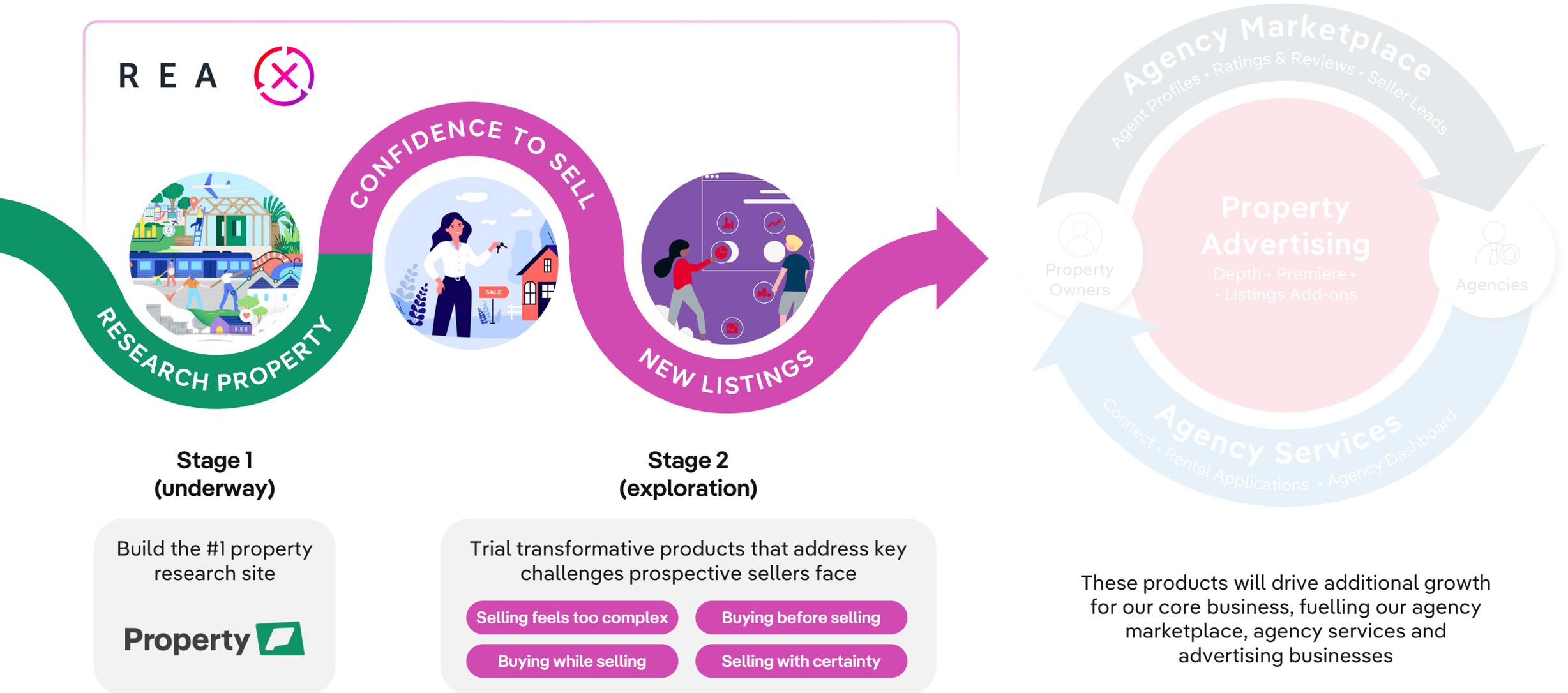


More information available
on every property



Links back to REA and agency
websites to stimulate demand

We believe more owners will act if they have the confidence to sell



Key takeaways

1

We have re-launched **property.com.au**, with the aspiration to become the **#1 property research site**, with a **full picture** on every property.

2

There is a large opportunity to **stimulate new listings** by giving property owners the **confidence to sell**.

3

We will continue to **develop transformative products** to unlock the **2 out of 3 prospective sellers** who do not have the confidence to act.

4

Unlocking just 1% of these prospective vendors would **drive an additional 8,000 listings**.

Investor Day 2022



2 June 2022

Property Data



Melina Cruickshank
Chief Audience and Marketing Officer,
CEO PropTrack



We aspire to be the leading provider of property data and analytics

We aim to create Australia's #1 property data business

Supercharge REA

Power our consumer experiences

Drive consumer acquisition and membership, and strengthen our competitive position

 realestate.com.au

 realcommercial.com.au

Property 

Accelerate the value of our customer products

Provide value through new data services and experiences

Connect

 Ignite
by realestate.com.au

 Mortgage Choice

Grow PropTrack and build new revenue streams

Make mortgage valuations faster and more efficient

Commercialise digital prime valuation solutions

 PropTrack

Scaled data solutions

Build our brand and revenue through our comprehensive and unique data sets

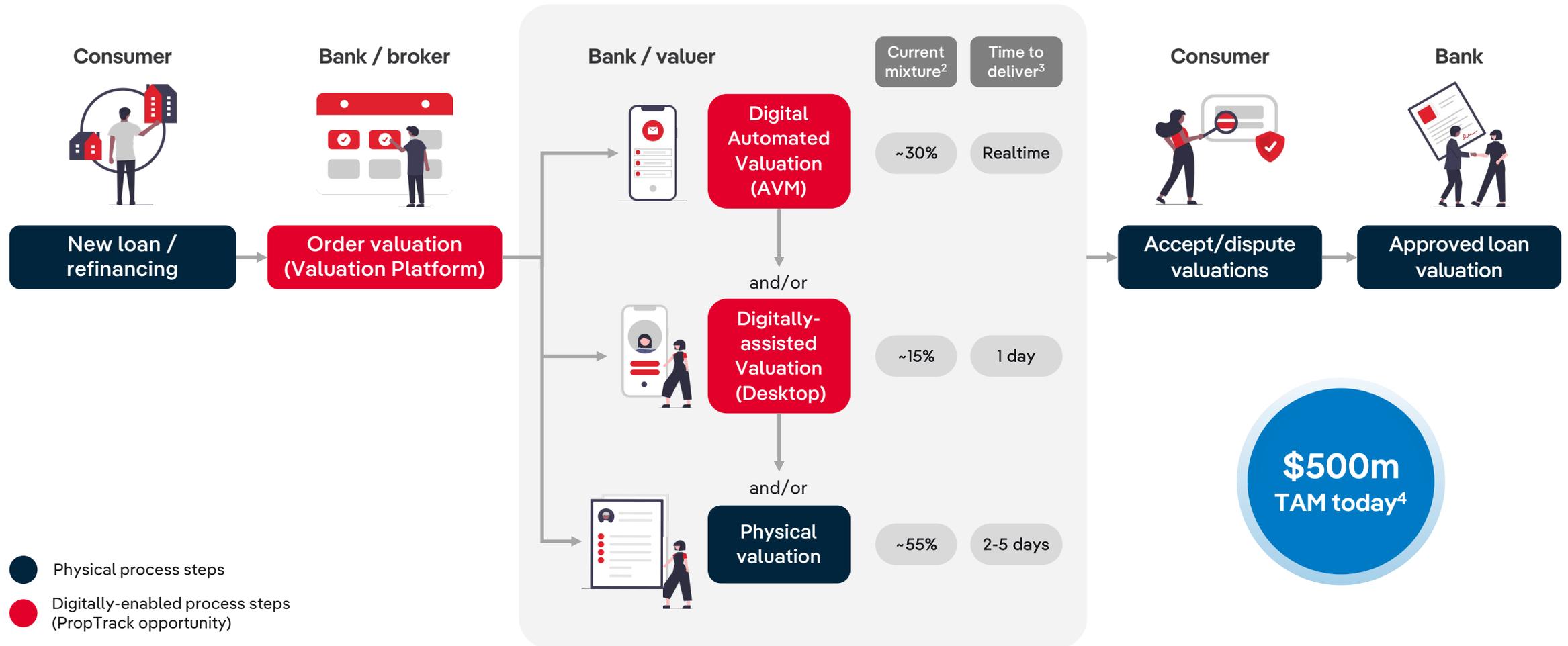
 PropTrack

Our goal is to have Australia's most accurate AVM

on the journey to have the world's best AVM

We are digitising the mortgage valuation process

Objective: drive the shift towards digital valuations and grow our share¹, and capture fair value exchange through pricing

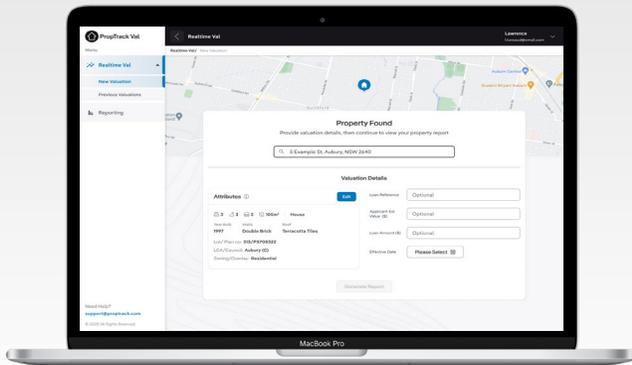


(1) Digital valuations include AVMs and Desktop valuations. Physical valuations will continue to be required for the most complex valuations, such as certain unique and high-value properties, and construction loans;
 (2) The estimated proportion of each valuation type relied on by lenders (internal estimates); (3) The estimated time to complete each valuation type (internal estimates); (4) IBIS World, Advizia, and internal estimates.

PropTrack's suite of products looks to assess risk faster and more accurately – reducing banks' time to 'yes'

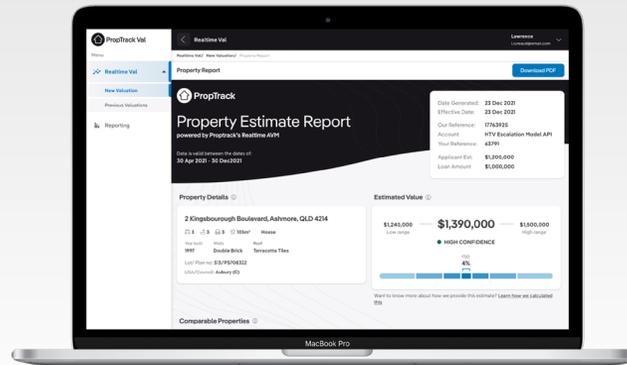
Our unique value proposition

PropTrack Valuation Platform



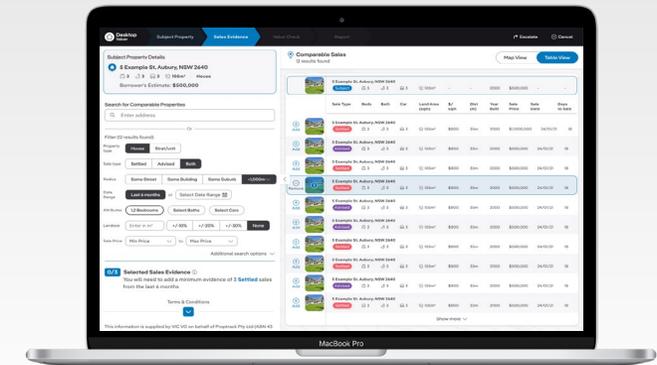
Highly digital, frictionless user experience with enhanced features and modern user interface; integrating PropTrack's unique data sets into the workflow

PropTrack AVM



Powered by PropTrack's unique data sets and our advanced data science capability, with the goal to deliver Australia's most accurate AVM

PropTrack Desktop



Cloud-based technology solution with advanced features and modern user interface; integrating PropTrack's unique data sets into the workflow

We are commercialising our insights and data

The real estate industry is moving to **embed scalable data solutions into their offerings** through open ecosystem solutions

Our unique data sets can be **distributed and monetised through PropTrack APIs**, as well as Premiere Plus, Connect, and PropTrack's suite of valuation products

We are commercialising our insights and data across a range of sectors, including Financial Services, Utilities, Real Estate and PropTech

PropTrack

PropTrack

Use Cases

- Win new business & strengthen existing relationships
- Understand property markets nationwide
- Optimise business processes and decision making

Benefits

- **Extensive property data**
Data at your fingertips with details on almost 12m properties across Australia.
- **Fresh & timely insights**
We understand that data currency is critical to data driven decision making which is why all our listings and auction data is refreshed daily.
- **Unique proprietary data**
Being part of REA Group means we have access the largest property consumer data set in Australia. With 13M* monthly visits to realestate.com.au, we can provide a unique window into the property habits of Australians.

Property, Market & Neighbourhood API
Unparalleled market intelligence

PropTracks Property, Market & Neighbourhood API enables you to leverage an extensive data set that already powers various industries across Australia. With premium property data, your organisation will be empowered to make better business decisions. That's why REA Insights is dedicated to giving you the most relevant market intelligence in real time, whenever and wherever you need it.

Get instant access to extensive residential data

- Listings
- Property Details
- Property History
- Comparable Properties
- Market Insights
- Neighbourhood Demographics
- Location Data
- Points of Interest

Why PropTrack

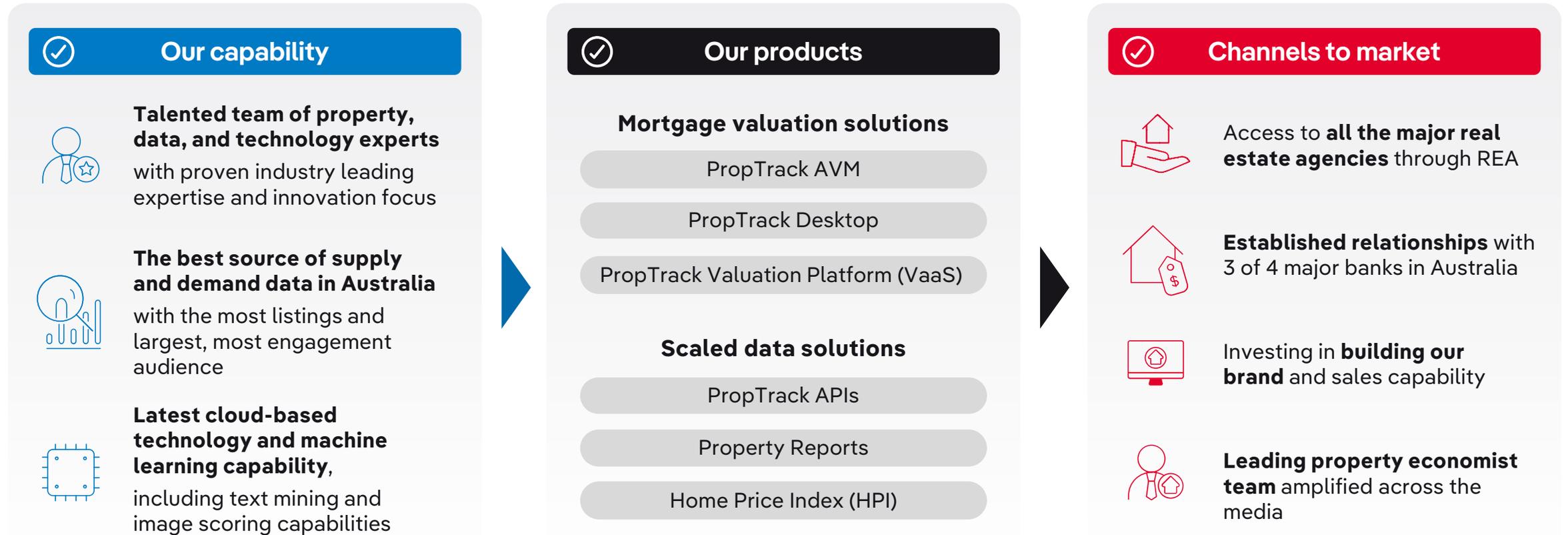
- 45 years of property data
- Over 1 trillion property data points
- Over 7 million AVMs per year
- Leaders in property data
- Part of [REA Group](#)

Pricing

For more information on pricing and terms, please [contact us](#) so we can better understand your specific needs to get you the right solution

* Unique audience in Nov 2020

We have all the right ingredients to drive long-term growth



Key Property Data takeaways

1

PropTrack is supercharging REA's consumer experiences to drive membership, and **improving customer value** in products such as Connect.

2

PropTrack is playing in a large addressable market – **\$500m for mortgage valuations.**

3

We are playing an active role in **digitising the market,** and expect to **grow our share of valuations and capture fair value** through pricing.

4

Further opportunity to **commercialise our insights and data** through PropTrack's APIs and property reports.

Financial Services



Janelle Hopkins
CEO Financial Services



We're evolving our destination to easily find and finance property

12.6m
REA monthly
average unique
audience



~1,000
local brokers



part of  REA Group

Trust

- **Personalised** property search and finance journey
- **Powering opportunities** by developing a rich financial profile
- **Confidence to act** through relevant personalised insights

Choice

- **Extensive range** of products and solutions
- **Digital, or assisted lending** and **local broker support**
- **Seamless connection** across digital and broker channels

Service

- Concierge and broker support in **moments that matter**
- **Highly trained brokers** offer expert support and guidance
- **Fast approvals** and quicker **time to yes**

Finance is integral to property and brokers are preferred

Finance is a natural adjacency to property

94%
research
home loans
online¹



- Consumers engage online through guides, calculators
- Digital-assisted lending is expected to increase
- FinTech share growing and Open Banking will enable new solutions in market

Broker share increasing², digital-assisted in the future

44%
FY13



67%
FY22 HI

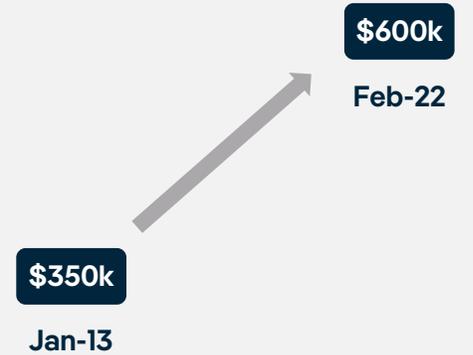
- Brokers offer trusted service at no charge to consumers
- Younger consumers show a distinct preference for brokers
- Digital-assisted is expected to gain share as digital-native consumers increase in market

Broker key metrics³ compare favourably against Branded Franchise peers (FY21)

	Mortgage Choice	Closest Peer
Loan book	\$85.3b	\$71.8b
Settlements	\$21.3b	\$20.2b
Number of Brokers	945	987
Average productivity	\$22.5m	\$20.5m

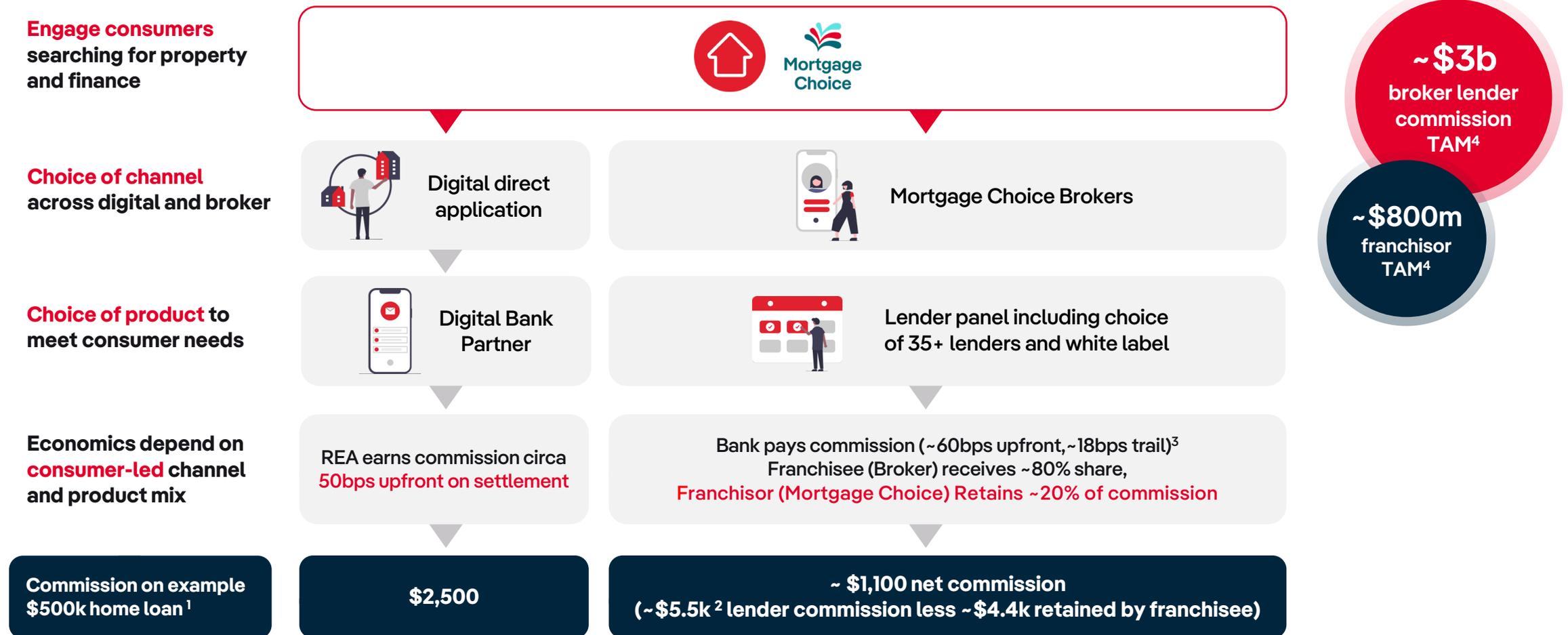
- Broker productivity exceeds closest peer, with opportunity to further leverage REA's unique data assets
- Significant scale enables cost efficiency
- Local in-market presence across Australia supports our communities

Market sees record loan sizes and interesting dynamics⁴



- Higher average loan size likely to drive growth in new segments
- P&I mortgages 45 months ahead on average⁵ this is likely to reduce as the economy recovers
- Nearly 1 in 2 loans are currently fixed⁶, there is opportunity to refinance as these loans roll-off

Economics driven by consumer choice of channel and product



(1) Different channels have different operating cost profiles; (2) Lender commission paid on a \$500k loan (net of offset) = ~\$5.5k NPV (60bps upfront ~\$3.0k + 18bps trailing average over lifetime ~\$2.5k NPV). Broker receives ~80% (~\$4.4k) / Mortgage Choice retains 20% (~\$1.1k). Trail commission NPV calculated over an assumed 5-year loan life, loan balance running off at ~19% p.a. (3) Trail commission is paid per on balance over loan life. (4) Lender commissions are defined as paid to mortgage brokers (i.e. third-party channels); broker's share of this commission for REA's business is ~80%.

Engaging consumers

Connecting finance & property

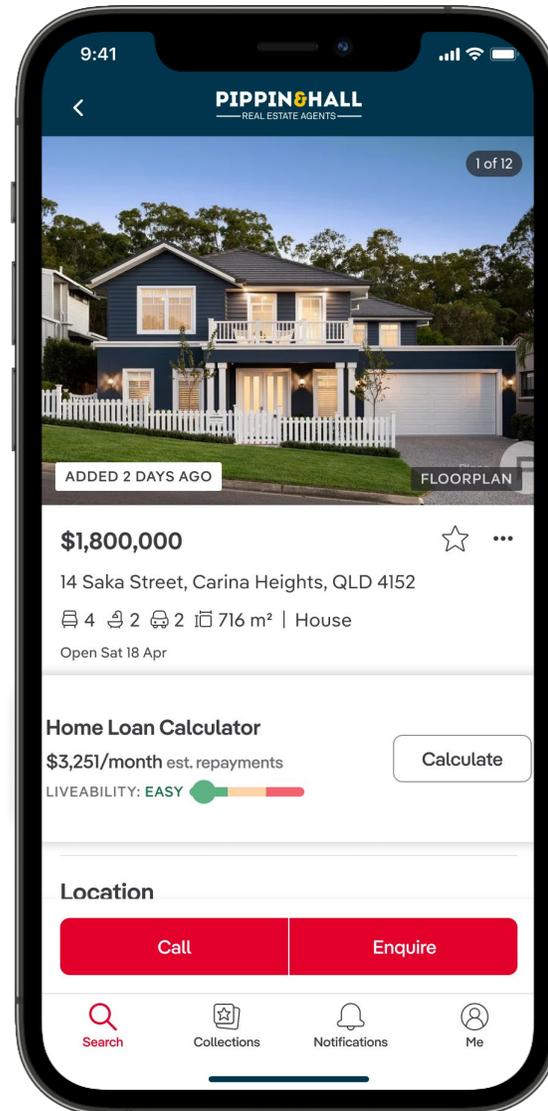
Personal financial profiles allow consumers to power their property search from home loan calculators through to applications.

Digital lending

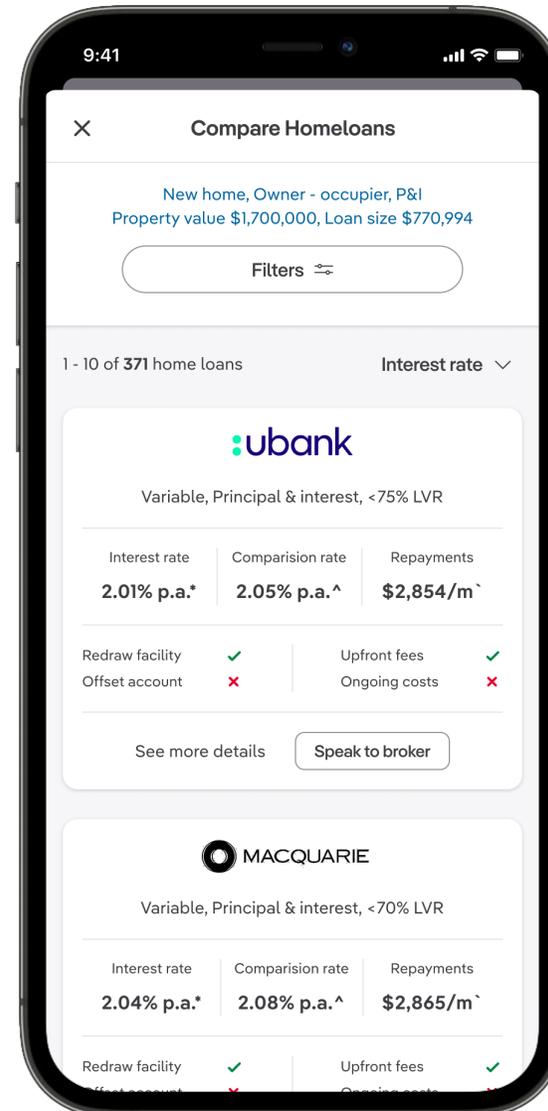
Consumers can choose digital lending or be connected via concierge to our Mortgage Choice Brokers.

Personalised insights

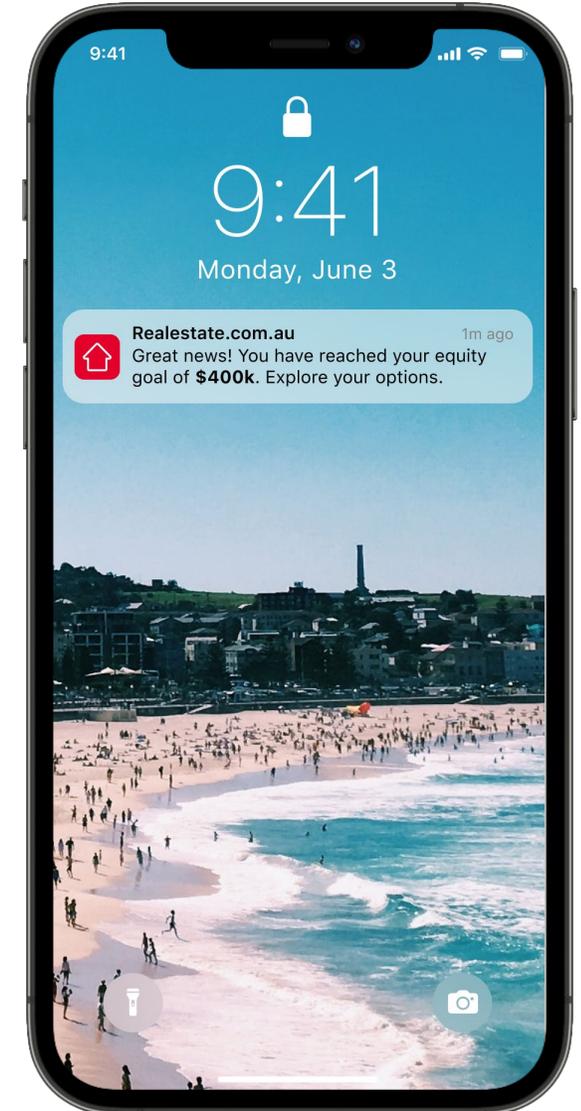
Tailored insights connect consumers to engage and support them throughout their property journey.



Property affordability



Direct digital lending



Personalised insights

Driving broker scale and effectiveness

Increasing broker scale

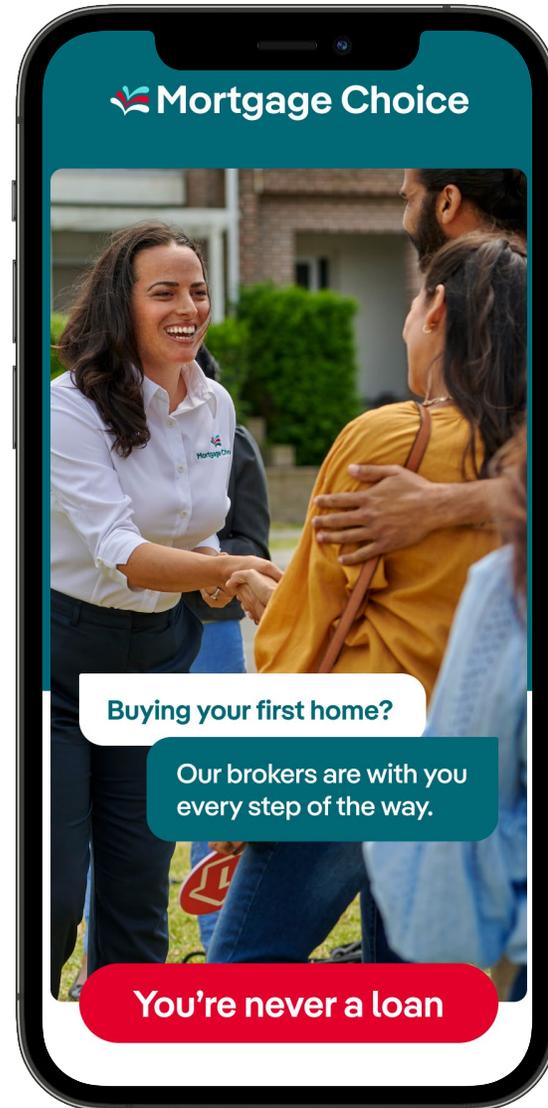
Expanded network unlocks economies of scale. Continued recruitment focus is underpinned by our unique broker value proposition and branding support.

Delivering unparalleled service

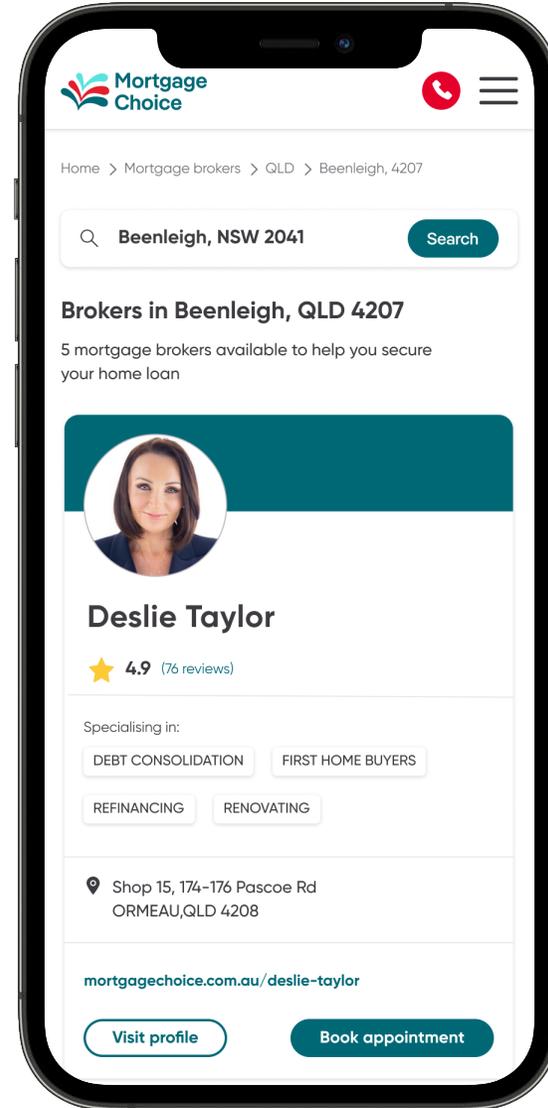
Our brokers support consumers' property journeys through real-time insights and the ability to connect at the right time.

Driving productivity

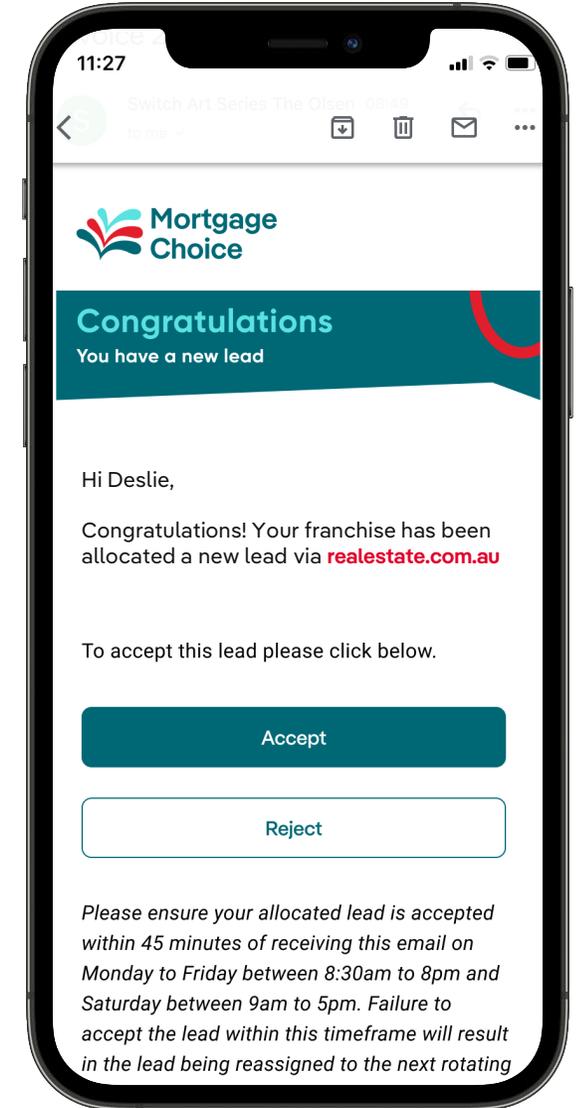
Improved broker experience powered by integrated data flows. Automated applications improve client sentiment and retention, and boost productivity.



Branding support



Broker connection



Consumer opportunities

Key Financial Services takeaways

1

Our unique proposition :

- **largest audience of property seekers**, many of whom will require finance
- **access to consumers early**, with data identifying where they are in the property journey
- **valuation data** through PropTrack.

2

Drive online engagement through financial experiences and digital tools, which will **increase leads and conversion.**

3

Brokers command increasing share (67% of mortgages) and we aspire to build **Mortgage Choice to be the clear #1 branded franchise** in market.

4

Digital assisted lending is expected to increase over time.

Our experiences will support consumers to find and finance property across a **choice of digital and broker** channels.

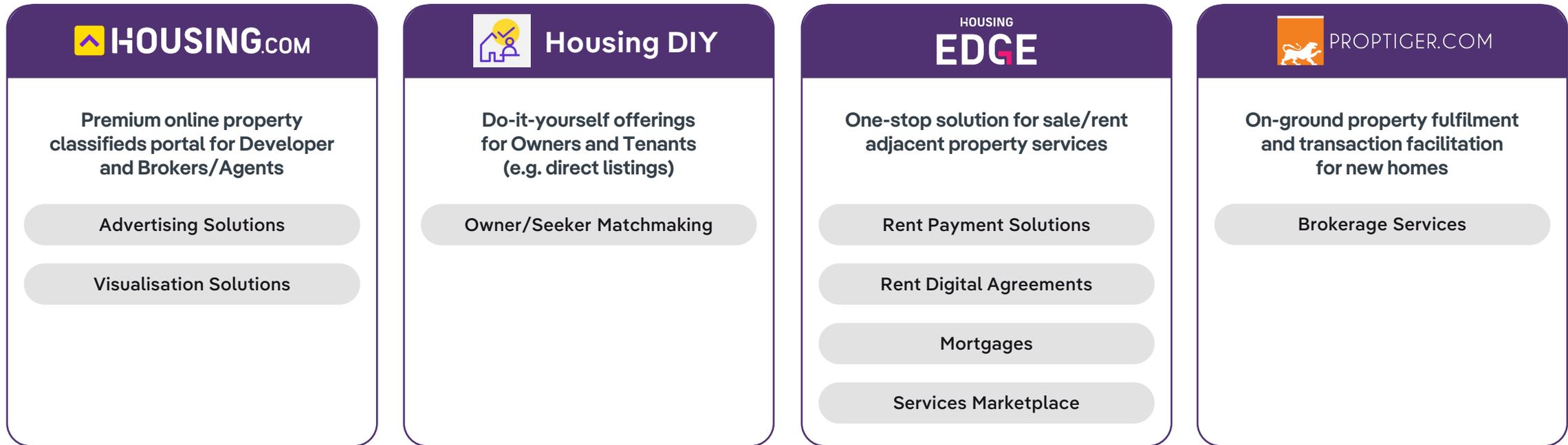
India



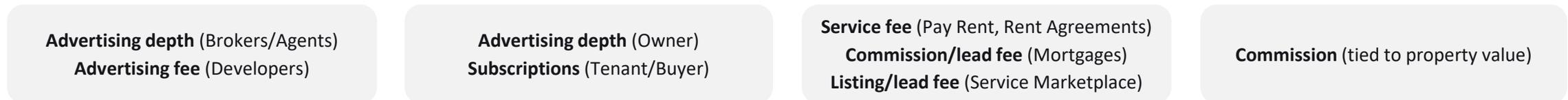
Dhruv Agarwala
CEO REA India



We are seeking to become India's undisputed #1 property brand



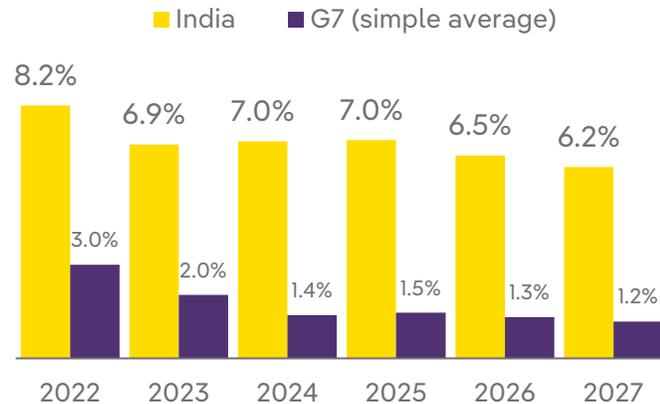
Commercial model



India is an attractive market experiencing rapid digitisation

Fastest growing trillion-dollar economy globally

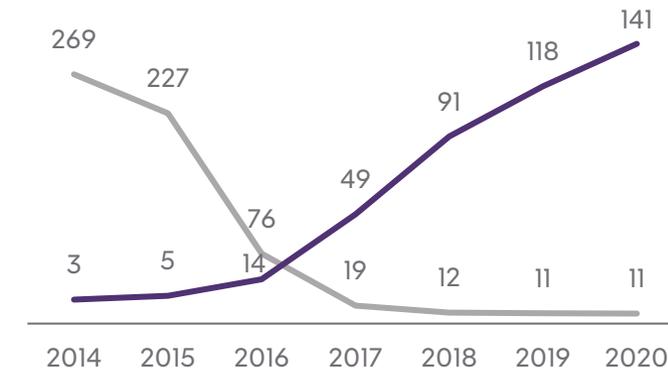
GDP Growth¹



- Government seeking to become **US\$5tn economy** by 2024
- Forecast to become **third largest** economy globally by 2030
- Driven by **increasing urbanisation** and rising working population

Declining data costs driving strong usage growth

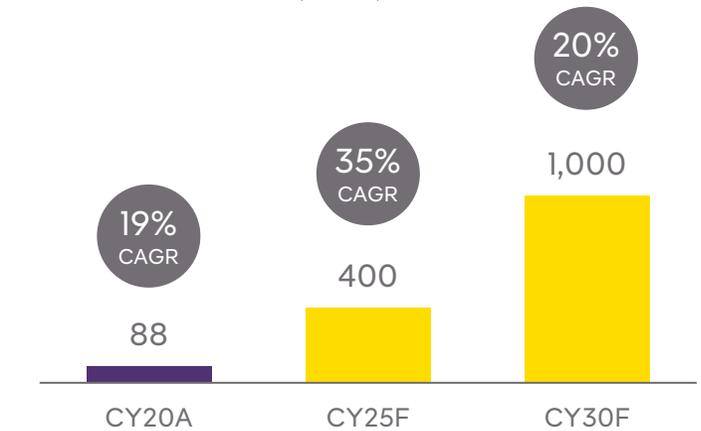
Cost / GB (Rs) — Data / Subscriber (GB)²



- Forecast to be **900m** active internet users in India by 2025
- **2nd largest** internet user base and app downloads globally
- **500m** smartphone users as at 2020

Digital economy accelerated post COVID-19 pandemic

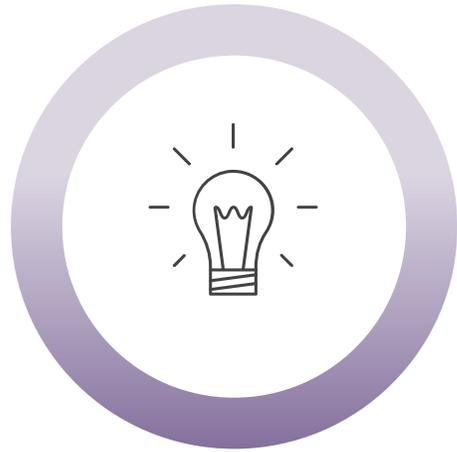
GTV – Consumer Internet (US\$bn) / 5Yr CAGRs³



- Pandemic **accelerated adoption** across all online categories
- Greater **acceptance of digital transactions**
- Property **search shifting online**, audience doubled over pandemic

(1) International Monetary Fund – World Economic Outlook Database (April 2022); G7 includes Canada, France, Germany, Italy, Japan, United Kingdom and United States; (2) Times of India research (June 2021); (3) RedSeer analysis (February 2022).

Strong macro drivers will accelerate the property sector



Positive regulatory reform

- Real Estate Act (RERA)
- Model Tenancy Code
- Digital property records
- Reserve Bank of India account aggregation

Improved affordability

- Historically low interest rates
- Wage inflation over last decade
- Positive tax changes supporting mortgages
- Price stability with improved transparency

Supportive government policy

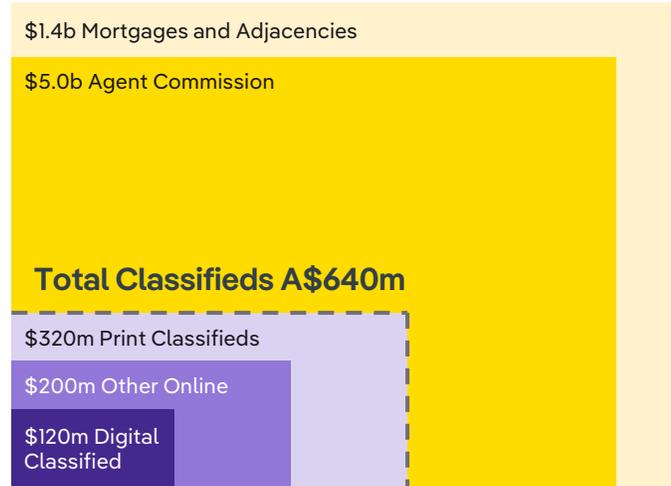
- Infrastructure investment of ~A\$1T between 2023-2025, including support for affordable housing development, smart cities, and digital services

Our addressable markets are large and growing

REA India operates in large and growing markets

Market size (A\$m)^{1,2,3}

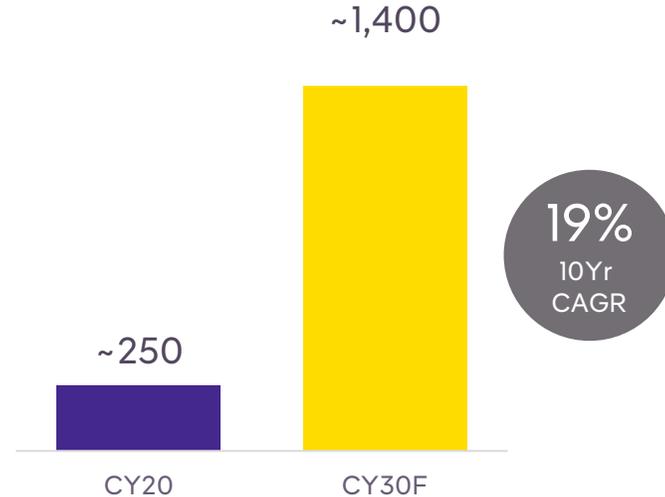
Total Market: A\$7bn



- Structural migration of print to online advertising continuing to play out
- Accelerated by pandemic, with greater levels of consumer trust

Indian real estate market is expected to grow to A\$1.4tn by 2030

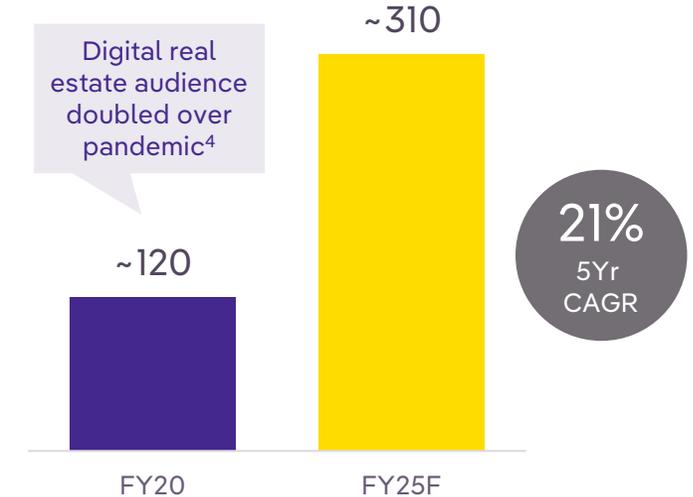
Indian real estate market size (A\$bn)²



- Driven by positive regulatory reform
- Improved affordability
- Favourable demographics including urbanisation and working population

In turn driving growth in online listings and revenue

Digital real estate classifieds revenue (A\$m)^{1,3}



- Nascent market with no clear leader
- Supported by print migration
- Leadership as moat due to network effects (brand investment important)

(1) Equity research (JP Morgan, Aug-21), management estimates; (2) India Brand Equity Foundation (IBEF), Indian Real Estate Report Nov-21; (3) Equity research (Goldman Sachs, July-20); (4) SimilarWeb (audience of top four digital real estate classifieds players – 99Acres, Housing.com, MagicBricks and NoBroker) over Mar-20 to Dec-21 period. Note: Financial years Mar-YE.

Our strategic priorities are clear, and we are well positioned to win in the Indian market

Market leadership in audience

Extend audience leadership; differentiate with superior consumer experiences



Stronger monetisation

Drive growth through depth penetration in core products, new product development and geographical expansion



Integrated adjacent services strategy

Build strong capability in adjacent services to capture a greater share of the property transaction



Attract, engage, retain and develop best talent

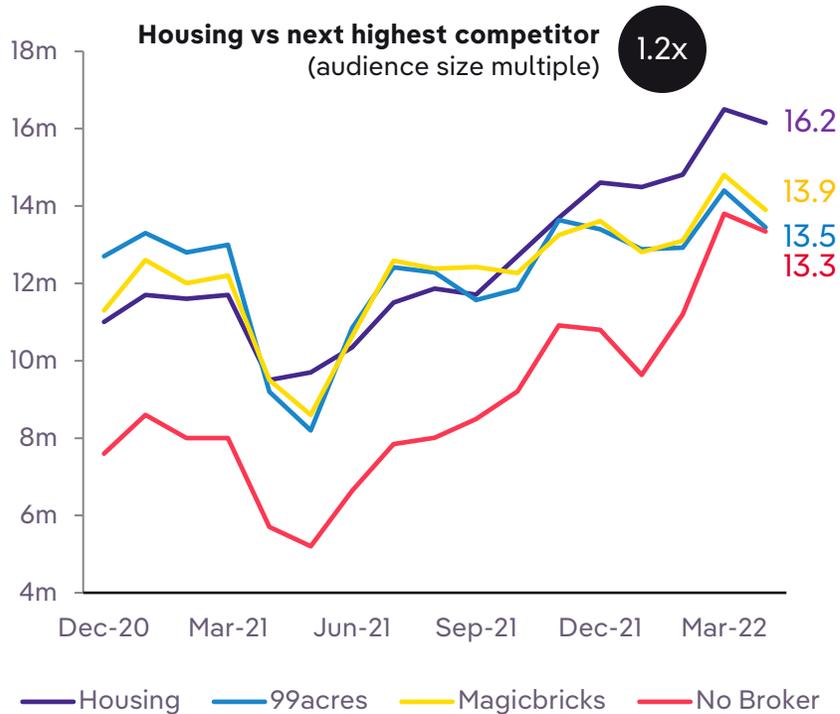
Create a motivated, highly skilled team delivering best experience for stakeholders



We have a clear strategy to extend our audience leadership

Housing.com has sustained #1 position in market for last 6 months

Housing.com relative audience size vs competitors since REA moved to controlling stake (up to April-22)¹



Increase in average monthly visits (FY18 vs FY22 YTD)



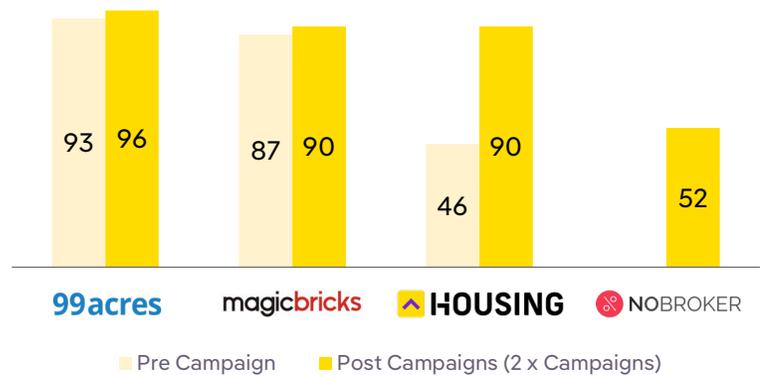
Our audience strategy

Provide superior consumer experiences to drive acquisition and retention, aiming to deliver the best NPS scores in the sector

Drive growth through **SEO and our App**

Continue brand investment to drive awareness

Total brand awareness post recent campaigns³



(1) SimilarWeb average monthly visits (excludes apps); (2) NoBroker average monthly audience size for FY18 only includes data from May 2018; (3) IPSOS brand tracks prior to first brand campaign in Apr-20 (NoBroker was not part of brand tracking surveys at that time).

Stronger monetisation is expected through product and market expansion



We are expanding into adjacent markets to drive further growth

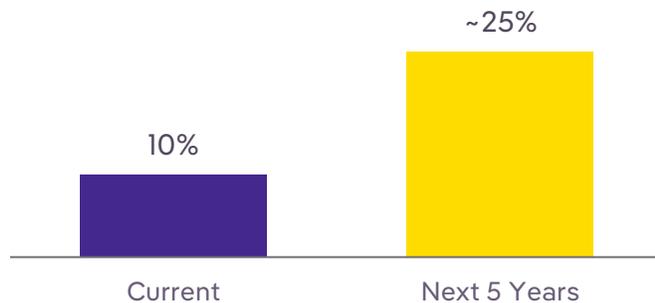
Adjacencies



Housing DIY (Owner, Tenant)

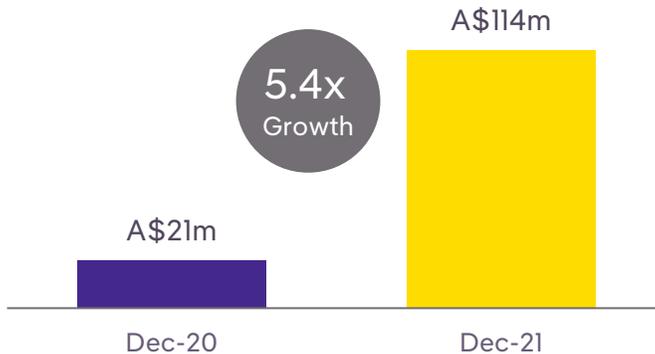
- Direct listings / monetisation of consumers (owners and tenants)
- Growing strongly off low base, now driving ~50% of enquiries

Forecast share of DIY as % of market¹



- Integrated marketplace offering digital owner and tenant services
- Key products include rent payments (Pay Rent), digital rental agreements and marketplace services¹

Strong momentum in Pay Rent (GTV)²



Mortgages

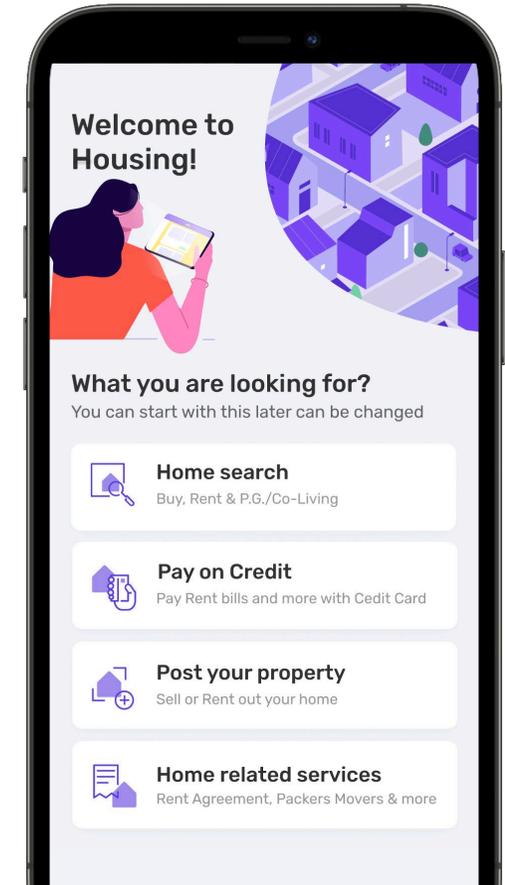
- India has the second largest number of people not using banking today
- Lending commitments forecast to reach US\$1tn in next 5 years
- Seeking to build unique mortgage offering for consumers and lenders

Mortgage as % of nominal GDP³

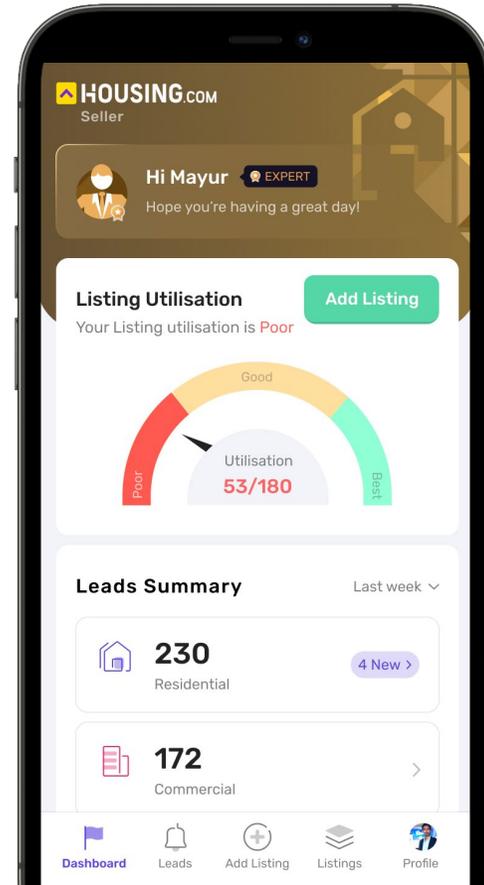


(1) Marketplace for aftersales services like rental furniture, legal services, home services, packers and movers, home interiors, solar rooftop, and home inspection; (2) Internal data, GTV is gross transactional value; (3) Housing Development Finance Corporation Limited.

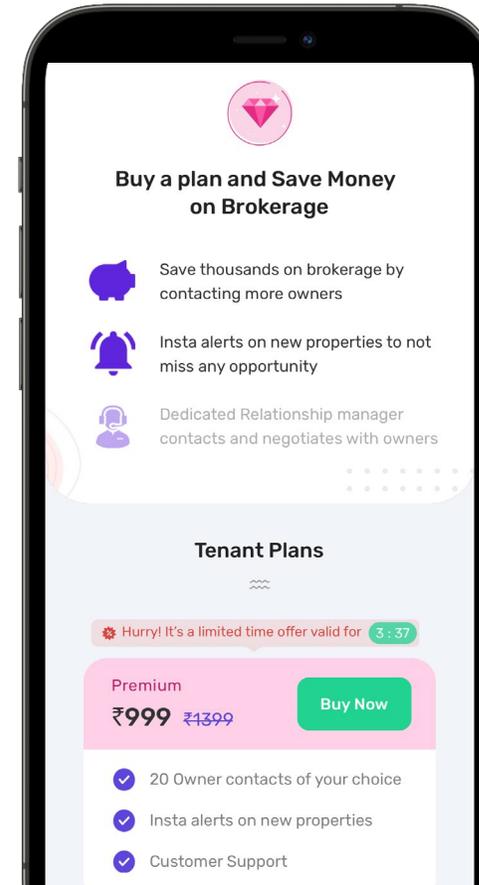
We are focused on delivering a superior experience to both our consumers and customers



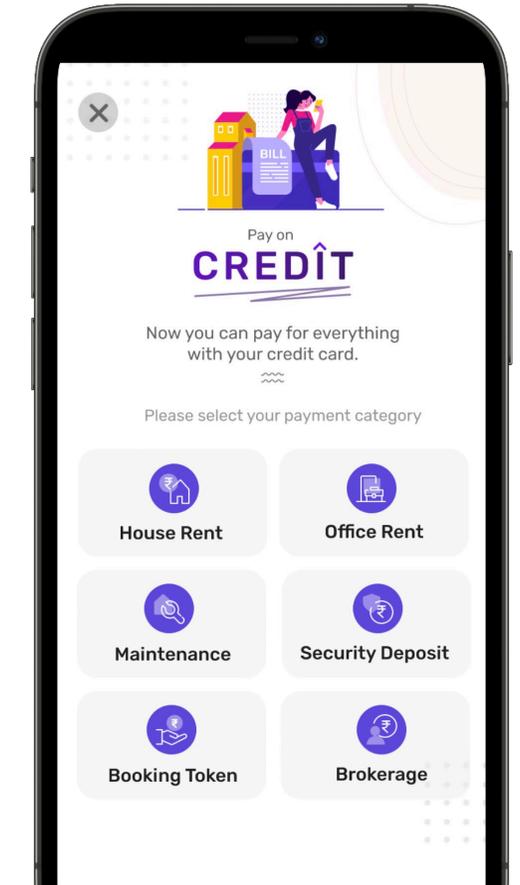
Consumer Experience



Customer Value



Housing DIY



Pay Rent

We have a clear strategy to continue the strong momentum we have achieved over the last 12 months

Our recent success:



(1) SimilarWeb average site visits, Jul-21 to Mar-22; (2) Internal data including app visits; (3) Internal data, Mar-20 to Mar-22; (4) Internal data (incl. Housing Edge), Jul-21 to Apr-22; (5) Internal data, Mar-21 vs Mar-22.

Key REA India takeaways

1

Market advantage:

India is an attractive market with strong macro tailwinds supporting future growth.

2

Audience leadership:

We plan to extend our audience leadership by investing in our consumer experiences, with strong monetisation.

3

Adjacencies:

Offer further upside and bring us closer to the transaction.

03

ESG (Environmental, Social and Governance)



Mary Lemonis
Chief People Officer



Chris Venter
Chief Technology
Officer



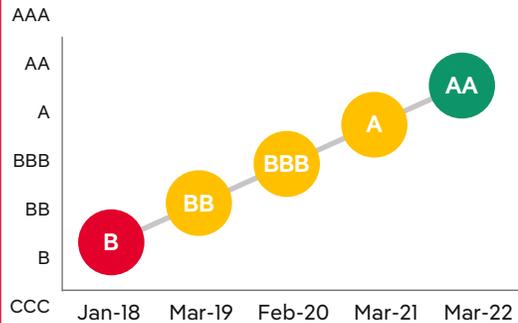
Tamara Kayser
General Counsel and
Company Secretary



Building a sustainable next generation organisation

ESG strategy & ratings

MSCI ESG Rating history



MSCI¹

- Current rating AA
- Increased every year for last five years

SAM Corporate Sustainability Assessment

- REA in 90th percentile
- Ranked 8th out of 56 assessed companies globally in category

Environment



Task Force on Climate Related Financial Disclosures (TCFD)

- Gap analysis and roadmap completed
- Plan to align reporting with TCFD recommendations

Environmental commitments

- Reduced carbon footprint for Australia by 20% YoY and 3% YOY for global business²

Social



Diversity & Inclusion

- REA named by the Diversity Council of Australia as an Inclusive Employer in 2021-22

Great Place to Work

- Ranked #4 in Australia – the only ASX listed company in the top 5
- Employee engagement of 87%
- 93% of employees recommend REA as a great place to work³

Governance



#inventorship

Cyber security

- Increased headcount and focus on sustainable tech development

Innovation through collaboration

- Accelerated innovation at our 39th REAio hack event and second Audience & Marketing Festival of Ideas

04

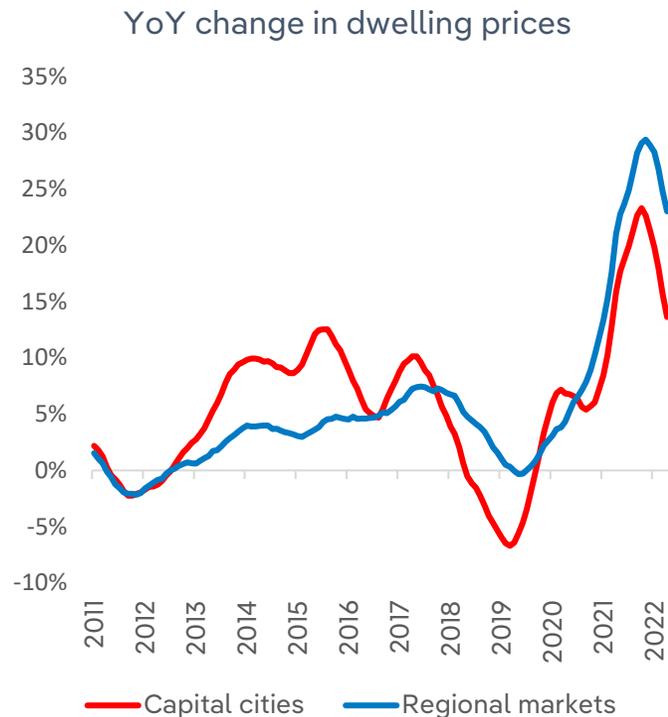
Market Outlook



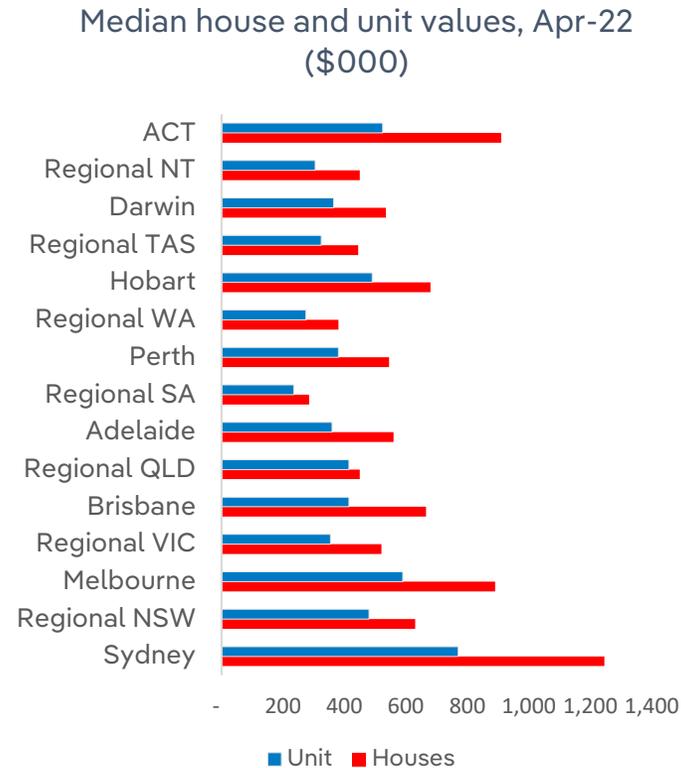
Cameron Kuser
Director Economic Research

Property price rises have slowed but sales volumes remain strong albeit a little lower than last year

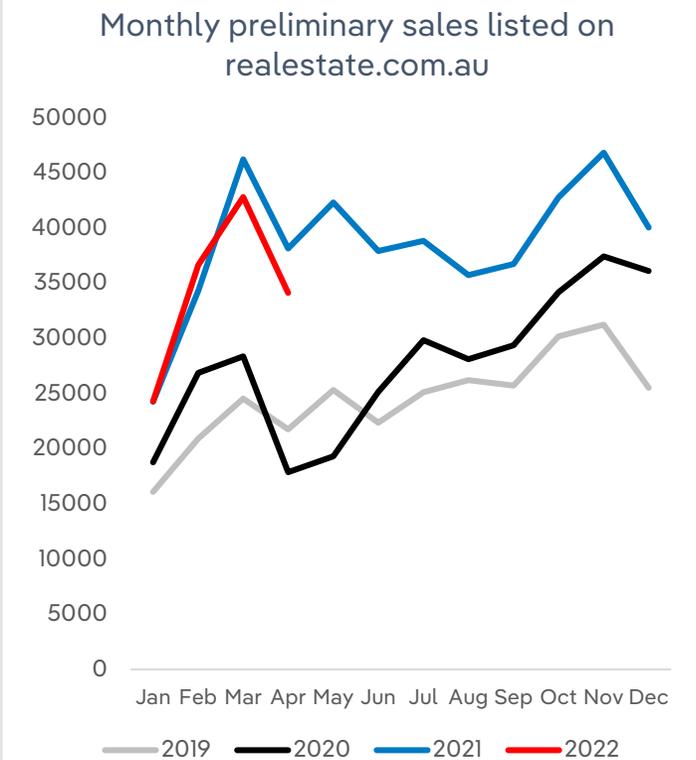
House prices have risen sharply since the beginning of the pandemic



The cost of housing varies greatly throughout the country



House sale volumes remain strong in 2022 but are now lower than last year



So where are we in the listings cycle?

H2 2021 listings back at 2017 levels,
and Q1 2022 was highest March quarter since 2014



Listings growth in FY23

Positive drivers:

- Strong economy
- Increased home owner equity
- Preference shift for greater space/lifestyle locations

Negative drivers:

- Rising interest rates
- High transaction costs
- Strong new listings cycle in late FY22

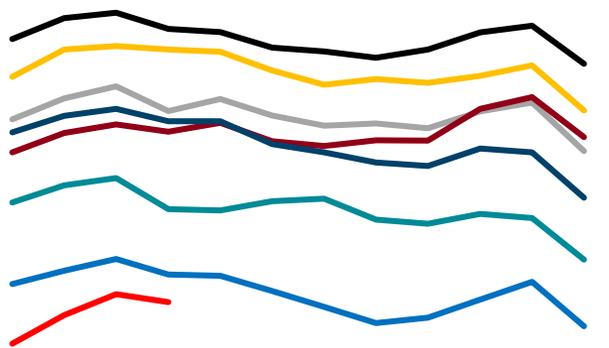
Longer-term growth may be stimulated through structural change

- Potential stamp duty reform
- Potential for Property.com.au to stimulate the market

Total supply for sale remains low and properties are selling quickly, and demand remains elevated but has fallen from recent highs

Total For Sale listings remain at historically low levels

Monthly national For Sale listings

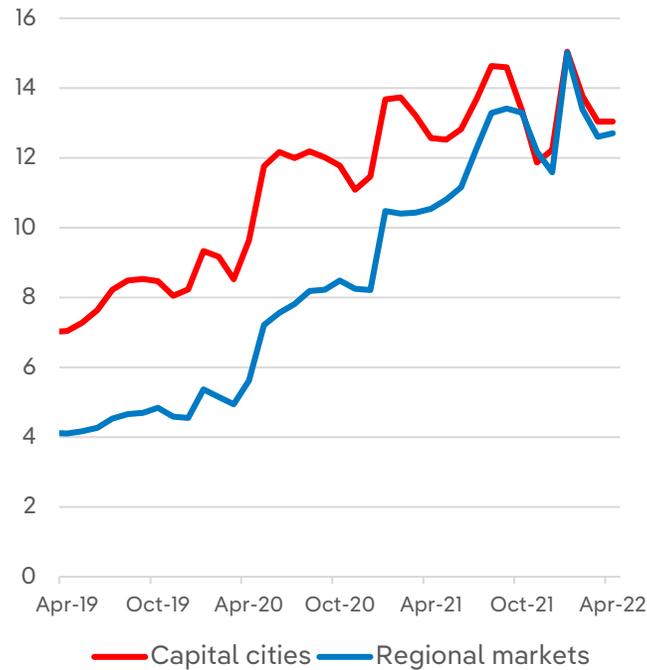


Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

— 2015 — 2016 — 2017 — 2018
— 2019 — 2020 — 2021 — 2022

Potential buyers per listing is at historically high levels

Potential buyers per listing

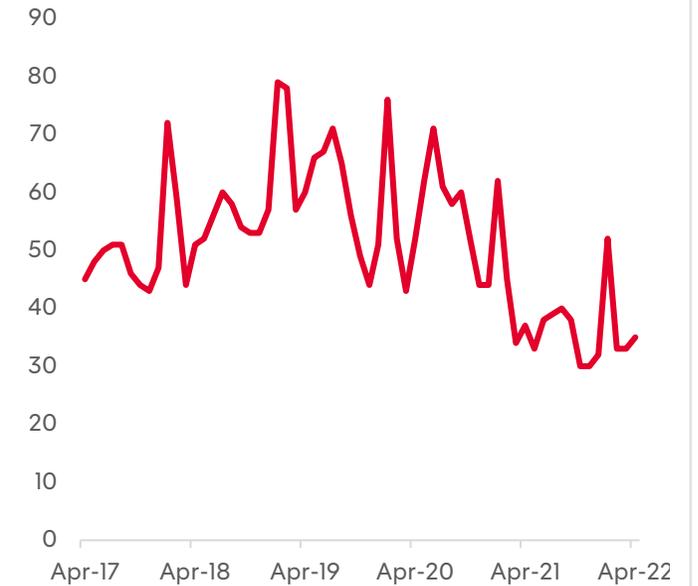


Apr-19 Oct-19 Apr-20 Oct-20 Apr-21 Oct-21 Apr-22

— Capital cities — Regional markets

Days on site has reduced significantly

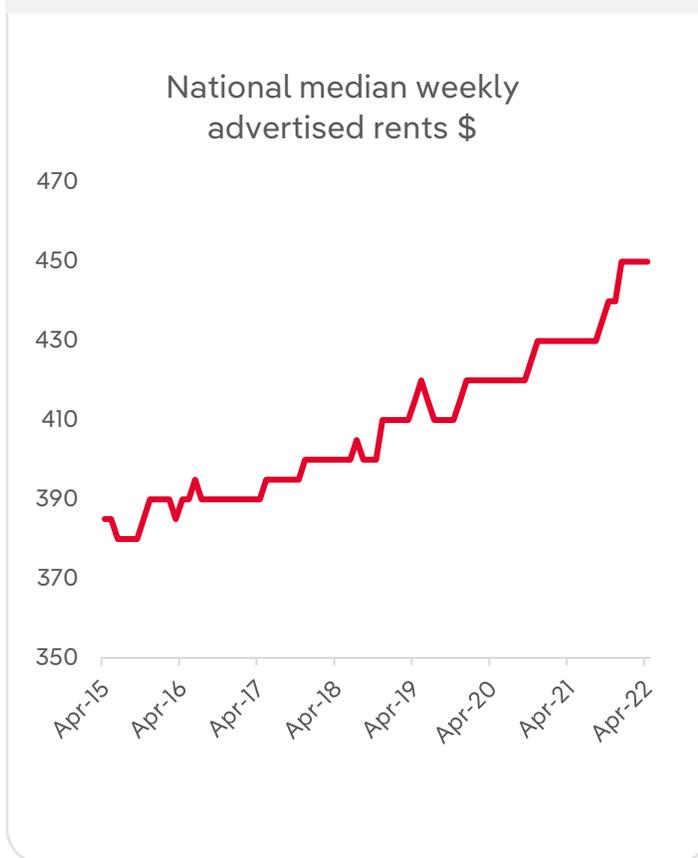
Monthly median days on site for properties that sold



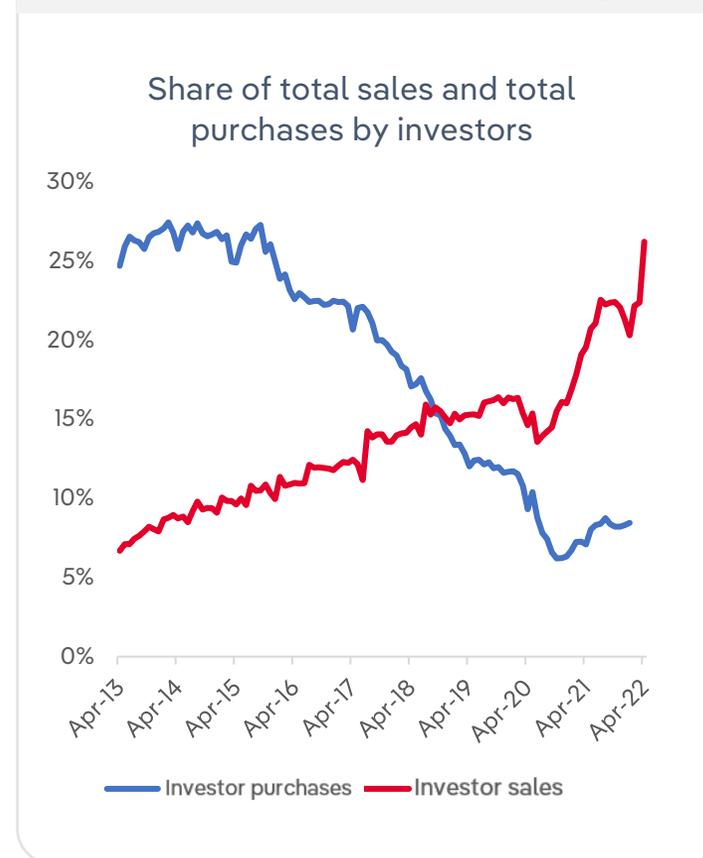
Apr-17 Apr-18 Apr-19 Apr-20 Apr-21 Apr-22

Rents have risen substantially since the pandemic as many investors have exited the market

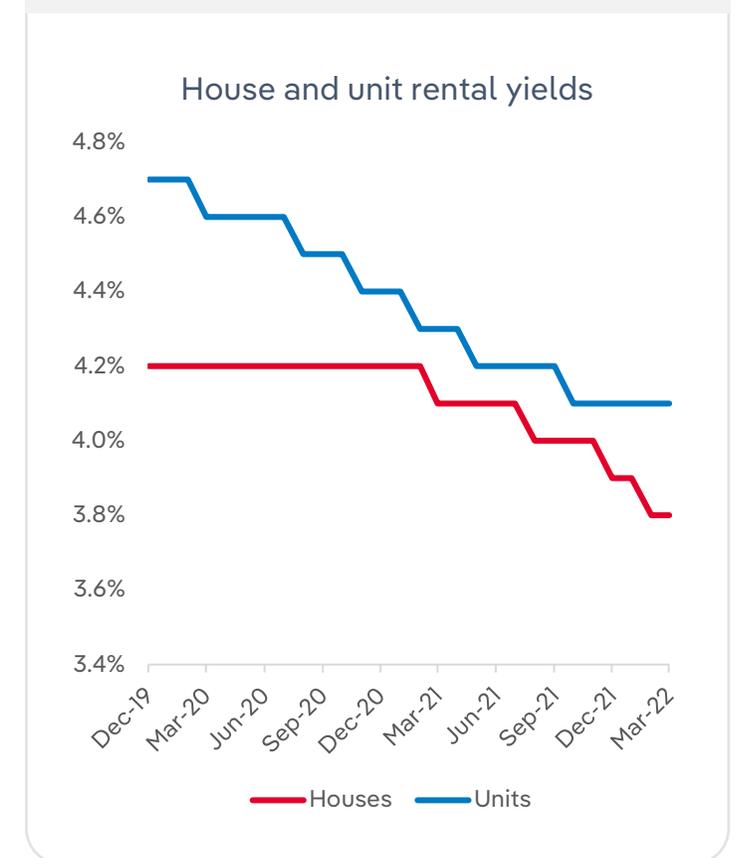
Rents have risen sharply, particularly during the pandemic



A high volume of selling of properties by investors is still happening



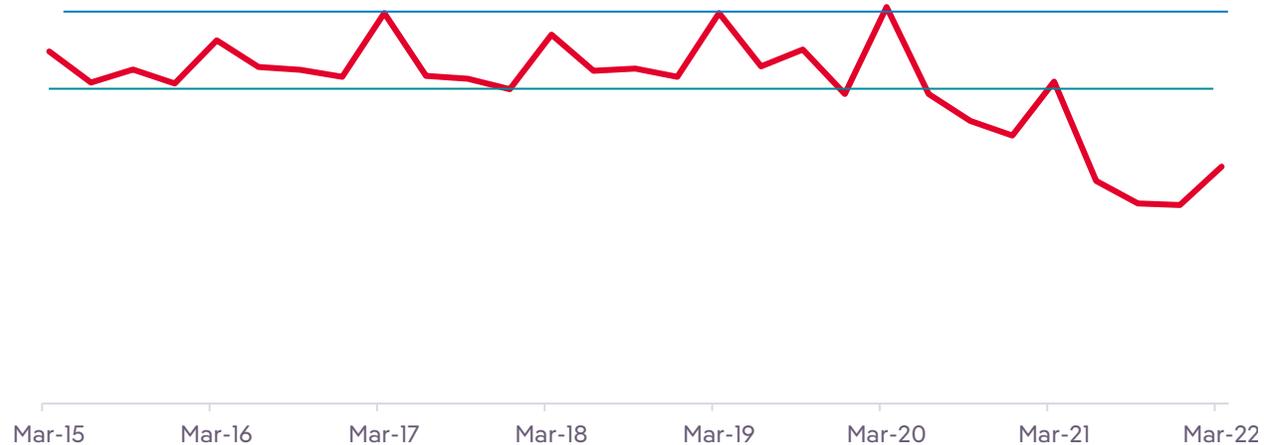
Rental yields have declined since the pandemic, particularly for units



New rent listings are at historically low levels

Rent listings have come under pressure since the pandemic

Monthly new Rent listings



Rent listings growth in FY23 will remain challenged

Positive drivers:

- Opening of borders and return of migration
- Increasing shift from first home buyers to investors

Negative drivers:

- Still a high volume of investors selling out of the market
- Lower turnover, with tight vacancy rates meaning renters are less inclined to move from current rentals

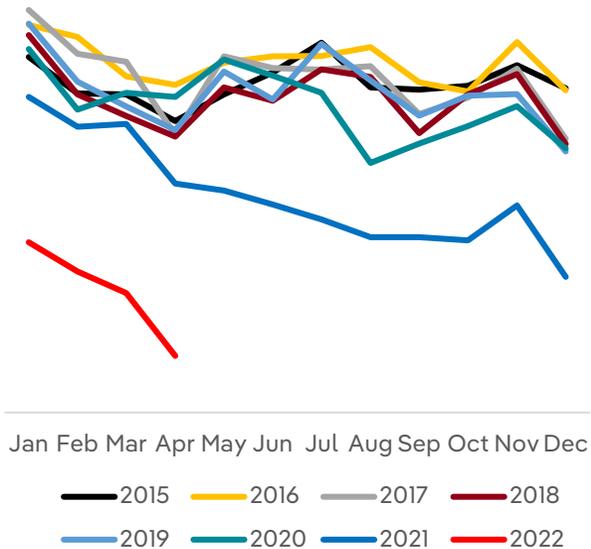
Slow return towards historic levels in coming years

- Increase in rental supply desperately needed
- Incentives for first home buyers may ease some of the rental strain as they move into ownership

Demand for rental stock far outweighs supply

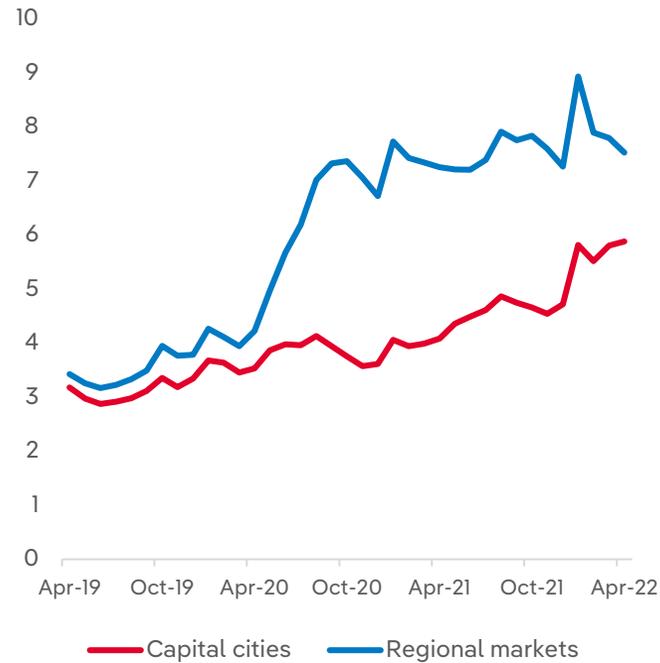
Total Rent listings are at historically low levels

Monthly total national Rent listings



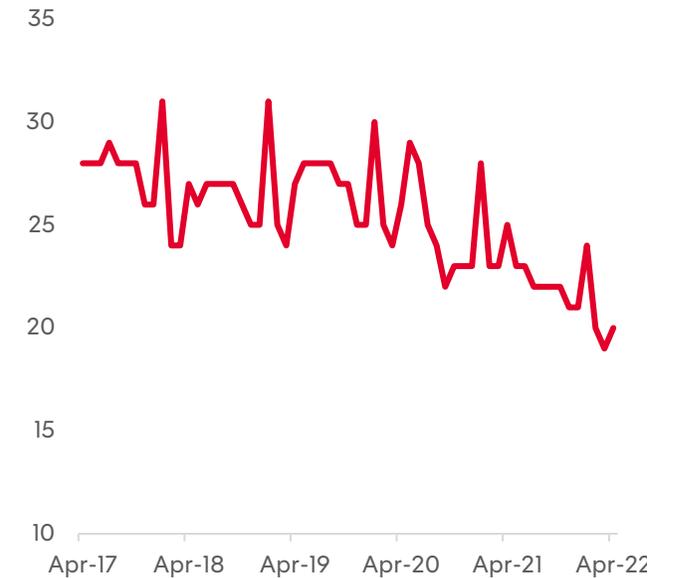
While potential renters per listing is at historically high levels

Potential renters per listing



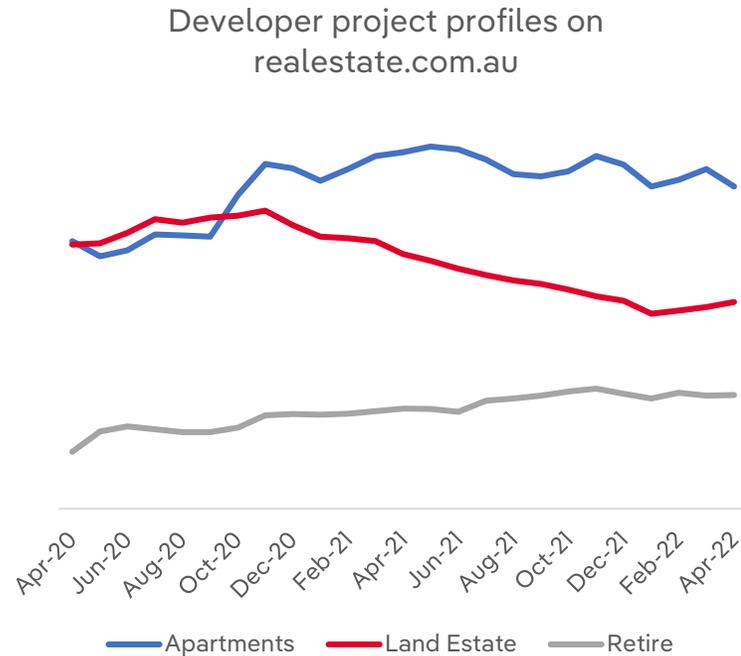
Days on site has hit a historical low

Monthly median days on site for properties that were leased

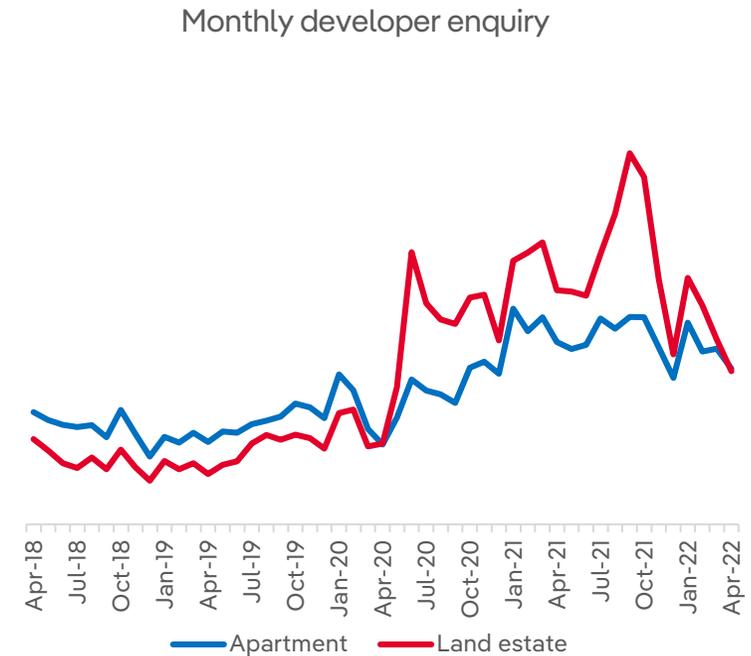


While enquiry for new homes has eased, it remains elevated at a time in which there are fewer projects on site

There has been a large reduction in land estates advertised on site

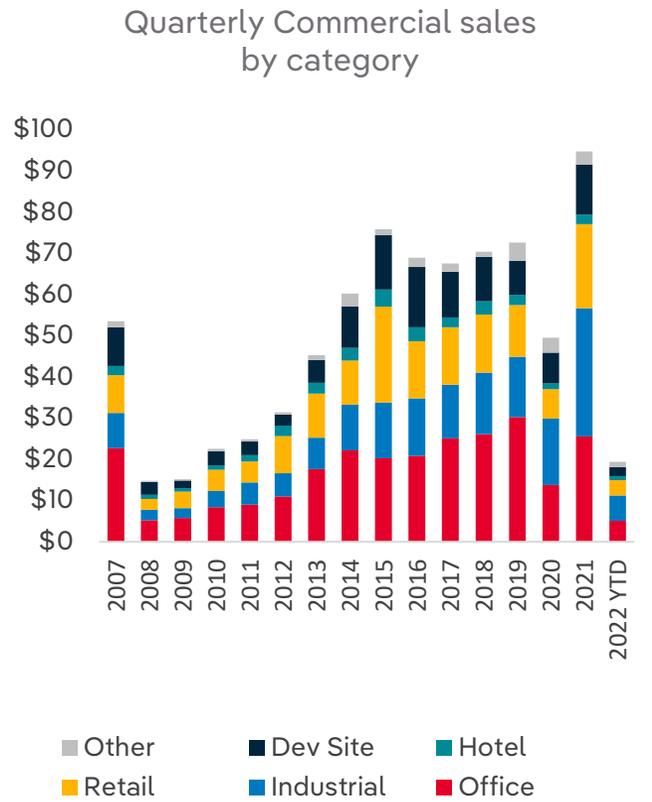


Enquiry has eased from record highs but is still higher than pre-pandemic

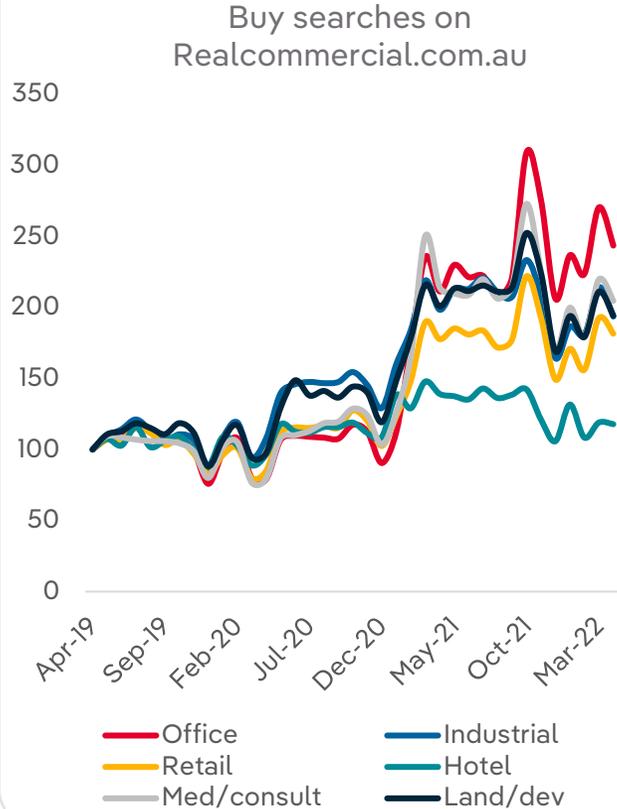


Commercial sales were historically strong last year but have started this year much slower

Commercial sales were strong in 2021, driven by Industrial and Retail



Buy searches have been strongest for offices



The pandemic has seen a surge in searches for medical properties to lease



05

Financial Update



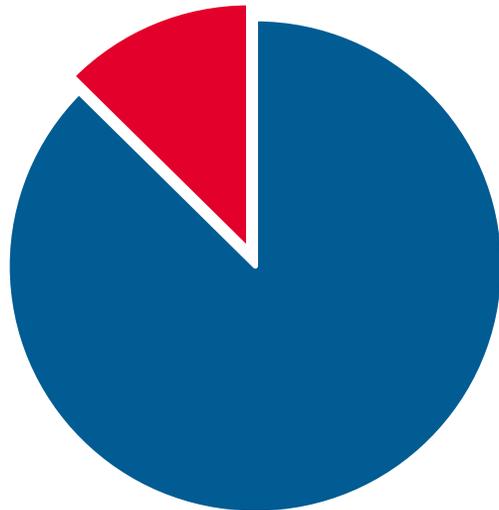
Janelle Hopkins
Chief Financial Officer and
CEO Financial Services



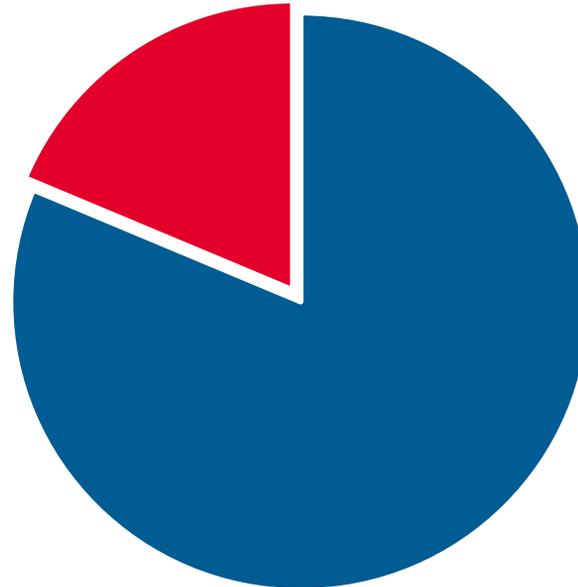
Targeting double-digit revenue growth through the cycle¹...

Building next generation marketplaces

FY22 Forecast



FY25 Forecast²



■ Traditional Advertising³ ■ Other Revenue



Expecting double-digit revenue growth to be driven by:

- Continued growth in traditional advertising
- Building next generation marketplaces
- Scaling adjacent businesses – Proptrack and Financial Services
- Strong growth in India

...and targeting double-digit EBITDA growth through the cycle

Australia



- **Yield up** by adding value to our core products and services
- Optimise through **productivity and efficiencies**
- Invest in our **key platforms, channels and audience engagement**
- Invest in **sustainable revenue growth** opportunities in the medium term for Adjacency businesses

Target open revenue and cost jaws¹

India



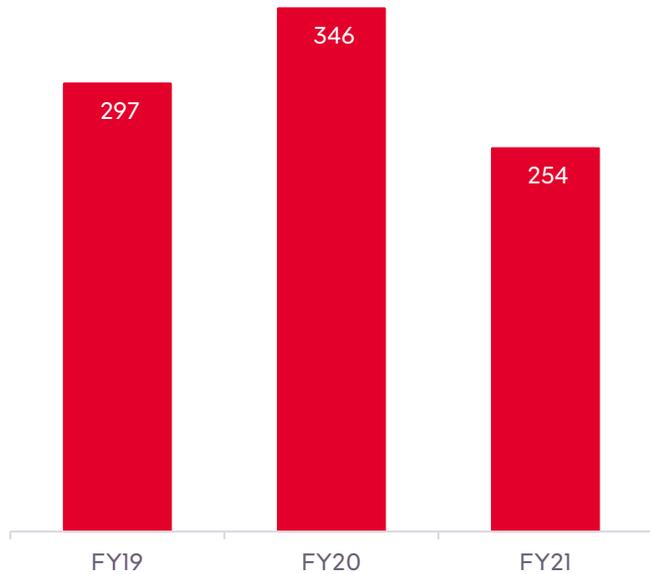
- Invest in branding, SEO and apps to **win audience and revenue market share** and **improve consumer experience**
- Drive **stronger monetisation** of existing business, and expand into tier 2 cities
- **Expand into adjacent services** on Housing Edge, and build out current DIY (direct listings) and mortgage offerings
- India EBITDA losses anticipated to widen in FY23 before reducing in subsequent years

Invest for growth

Strong cash generation and balance sheet provide flexibility for growth

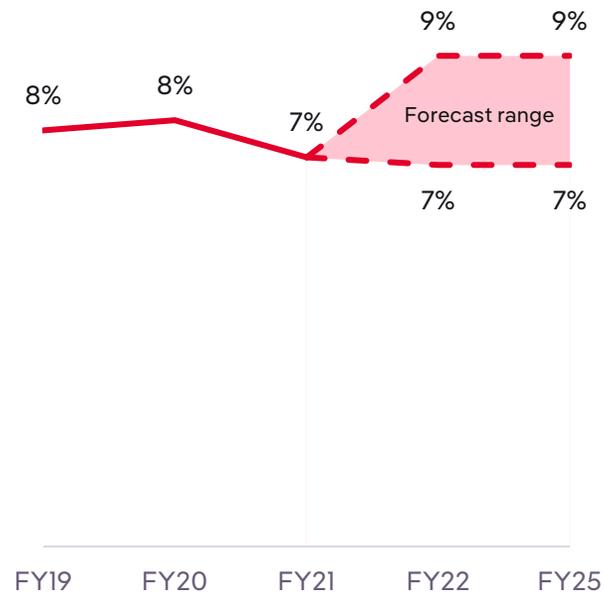
Strong free cashflows to fund capex and dividends

Free cashflow, \$m



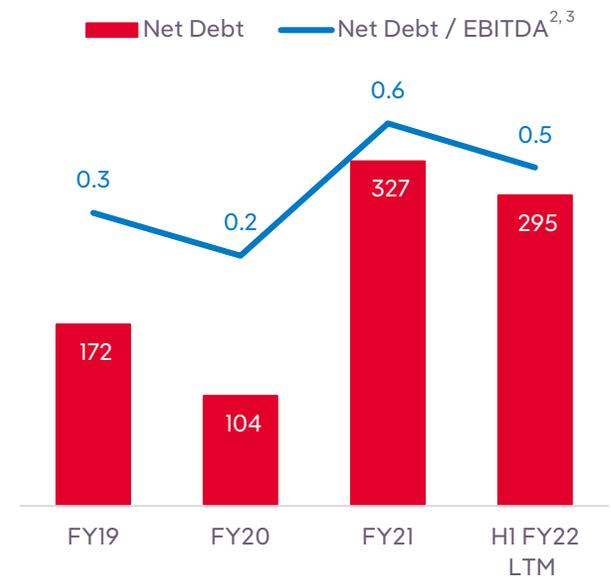
Continue to invest in the core and next generation marketplaces

Capex¹/Revenue²



With balance sheet flexibility

Net Debt⁴, \$m



(1) Excludes office fit-out costs. (2) Reported results adjusted for significant non-recurring items. (3) Earnings Before Interest, Tax, Depreciation and Amortisation. EBITDA is for last 12 months and excludes share of associates. (4) Calculated as the carrying value of interest bearing loans and borrowings less cash and cash equivalents. FY21 cash and cash equivalents excludes \$5m of cash held for sale.

05

Conclusion



Owen Wilson
Chief Executive Officer

We have a strategy designed to continue delivering double-digit growth through the cycle



Investor Day 2022



2 June 2022