



# rmaglobal

RMA Global Limited  
Investor Presentation  
Bell Potter

ASX:RMY  
19 May 2023

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# ratemyagent®

A digital marketing & reputation platform for agents to stand out using verified reviews

The screenshot displays the RateMyAgent interface for a real estate agent, Helen Wyatt. The profile includes a search bar, the agent's name and title, a star rating of 5 (187 Reviews), and a 'Trusted Agent' badge. Performance metrics are shown in a grid: 66 Recommendations, 28 Average days on market, 12 Properties for sale, 66 Properties sold, \$1.45m Average sale price, and \$4.3b Total sales value. A 'Show all stats' button is visible. Three review callouts are overlaid on the page:

- Ashley Joyce** (5 stars): "Selling with Helen was an easier process than I could've imagined!"
- Ben Johnson** (5 stars): "Helen was everything we hoped for in a realtor. Highly recommend!"
- Mary Shelley** (5 stars): "Helen was terrific. Great negotiator and very knowledgeable about the market."

- RateMyAgent (RMA) is a Review & Marketing SaaS platform specialising in Real Estate, uniquely linking reviews and transactions
- RMA group recurring revenue of \$8.4m in 1H FY23, up growing at 19% year on year (YoY).
  - US revenue growing at 143% YoY in 1H FY23.
  - Established ANZ market up 5% YoY in 1H FY23.
- Significant US market presence with over 250,000 agents on the platform and over 700,000 US reviews
- US 14-day free trial converting at ~c.75% to paid subscriptions.
- Housing Market is seeing subdued conditions in ANZ and US but still delivering growth.

# Repeatable business model to drive international success

Delivering expansion into international markets

## Increased monetisation

### Australia & New Zealand

- ✓ Market leading platform
- ✓ Embedded within agent workflows
- ✓ Collecting reviews for 1 in 3 homes sold in Australia
- ✓ 33% of active agents in Australia & New Zealand have a paid subscription
- ✓ \$13.2m FY22 revenue (26% growth)



## Growth Strategy

1. Leverage relationships to gather transaction data and grow agents on the platform
2. Grow agent reviews and site traffic
3. Increase subscription rates with high value offering and increased referrals
4. Offer additional marketing products to increase platform spend e.g. Promoter

## Rapid traction

### United States

- ✓ Agents used by both buyer and sellers in a transaction
- ✓ Data relationships in place for over 1.2m agents
- ✓ Partnerships in place with large brokerage firms and networks
- ✓ \$2.0m FY22 revenue (282% growth)
- ✓ \$1.7m 1H FY23 revenue (143% growth)
- ✓ Over 250,000 agents with profiles
- ✓ Over 700,000 completed reviews
- ✓ Market potential with <1% of active agents with a paid subscription



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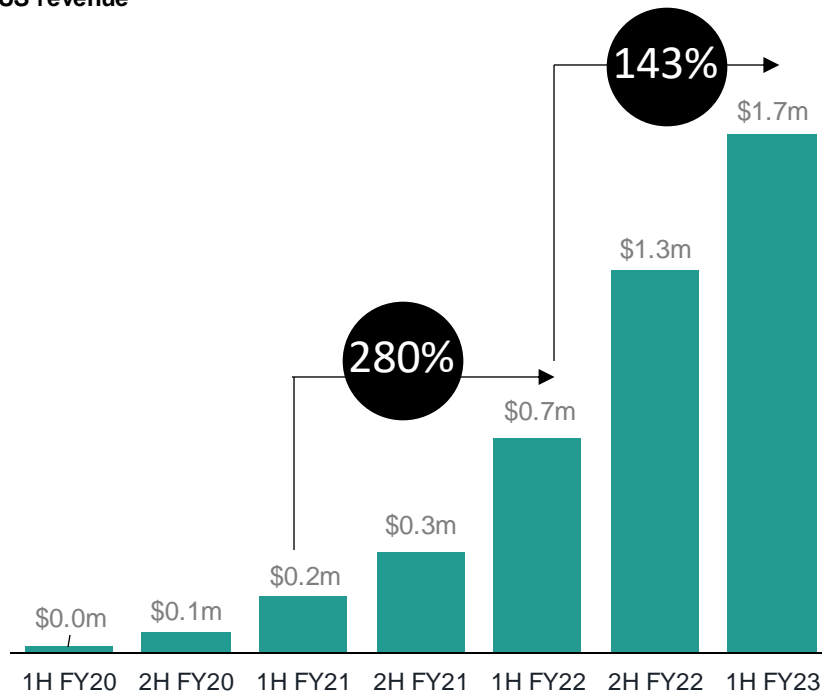


# US presents a very large addressable market opportunity

Early traction is being seen in US with usage and revenue growth. The market offers a potential ~A\$300m addressable market opportunity if Australian performance benchmarks can be achieved.

Strong revenue growth momentum in the US market (AUD) in an declining transaction market

US revenue



Large US addressable market

~865,000

Active agents

X

~A\$983

Average AUS agent spend in FY22<sup>1</sup>

=

~A\$850m

Total addressable market

36%

AUS share<sup>2</sup>

~A\$310m Opportunity

Assuming Australian performance benchmarks are achieved

1. Based on RMA's FY22 Promoter and Subscription revenue in Australia, divided by number of agents with paid subscription in Australia. Australia has a more mature market which is reflective of the long term opportunity.  
 2. Based on ~12k agents with paid subscription in Australia divided by 33k total active agents in Australia

# Building the platform for the next horizon of revenue growth

Significant revenue opportunity for RMA once current focus achieves cash flow milestones.

	California	Florida	Next 8 US States <sup>5</sup>	Australia & NZ
Population <sup>1</sup>	39.2m	21.8m	112.9m	30.8m
GDP <sup>2</sup>	US\$3.4tn	US\$1.3tn	US\$8.2tn	US\$1.8tn
Active Agents <sup>3</sup>	141,100	165,900	350,000	40,000
Agents with subscriptions <sup>4</sup>	1,000	1,900	1,600	13.1k
RMY agent % penetration	0.7%	1.1%	0.4%	32.8%
RMY annual recurring revenue <sup>6</sup>	~A\$0.46m	~A\$0.87m	~A\$0.72m	~A\$13.2m



## Focus on California and Florida

- c.439,000 agents, of which c.267,000 are active
- Focus on driving free-trial uptake and conversion to paying, to reach positive cash flow



## Expand into next largest US markets

- Target next largest US states with our validated model for entry and expansion
- 8 states collectively have c.277,000 active agents<sup>5</sup>



## Adjacent market opportunities

- Leasing & rentals; Mortgage finance & brokers; Conveyancing and settlement; Data services.
- Other international markets

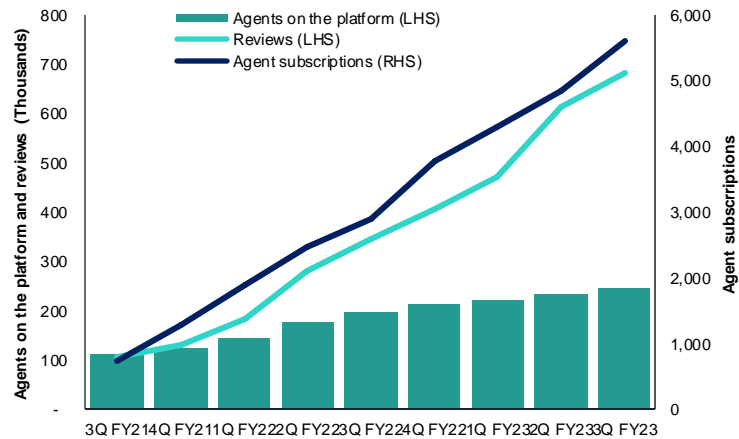
1. US Census.gov (2021), World Bank (Australia, New Zealand, 2021)
2. 2021 GDP. US Bureau of Economic Analysis, World Bank (Australia, New Zealand)
3. Active Agents defined as an agent who has completed one or more transactions in the last 12 months
4. As at March 2023, rounded to nearest 100 agents
5. Next 8 largest states by agent count include Texas, New York, New Jersey, Arizona, North Carolina, Illinois, Georgia, Pennsylvania with 530,000 registered agents, of which 350,000 are estimated to be active (have had one or more transactions in last 12 months)
6. State based revenue calculated using average agent revenue in FY22

# Investing to accelerate our US revenue growth

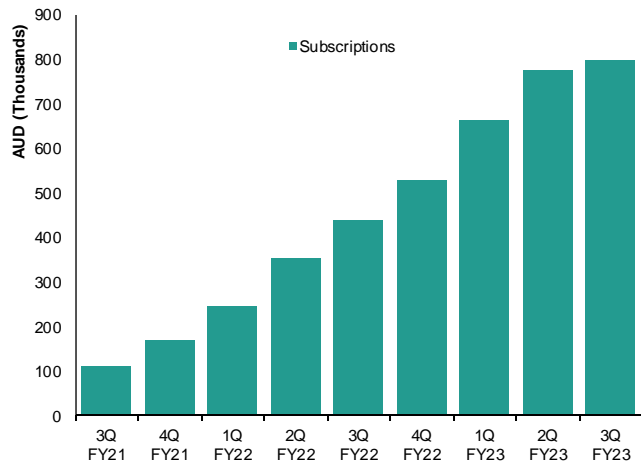
Since downgrading our free tier, our 14-day trial offer is converting at c.75% to paid subscriptions

## Continued revenue momentum in the US market

Agents on the platform v s reviews vs subscriptions



US quarterly revenues



## Monetisation Initiatives

### Areas of Focus

#### Leveraging Partnerships to drive subscriptions

- EXP, BHHS, Realty One Group & RE/MAX

#### Prioritising Key States

- Florida and California

#### Improving our Platform

- Google workflows for agents
- Increasing automation options
- Simpler signup and onboarding
- Improving usability of our platform
- Teams subscription





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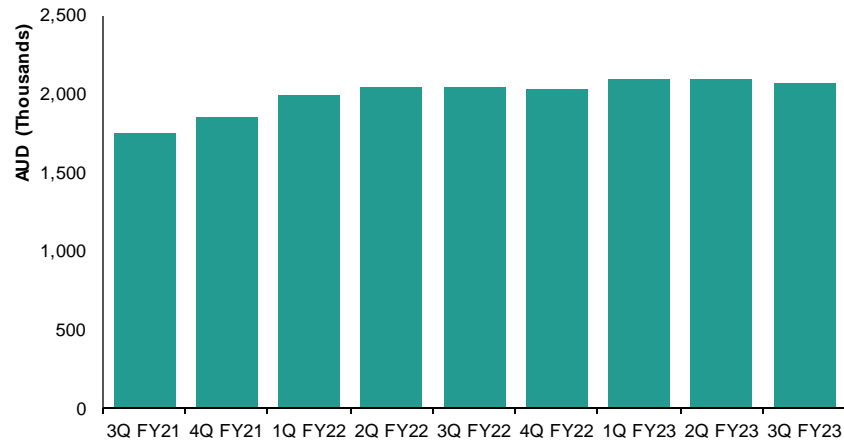
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# Established footprint in Australia

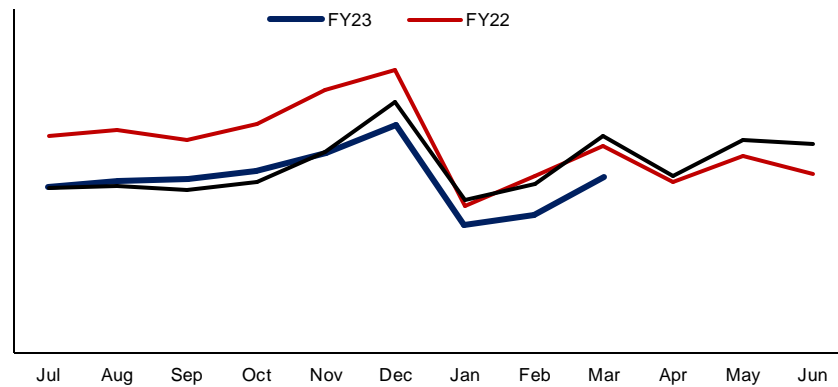
The Australian model is proving robust under a declining property market

Australian subscription revenue

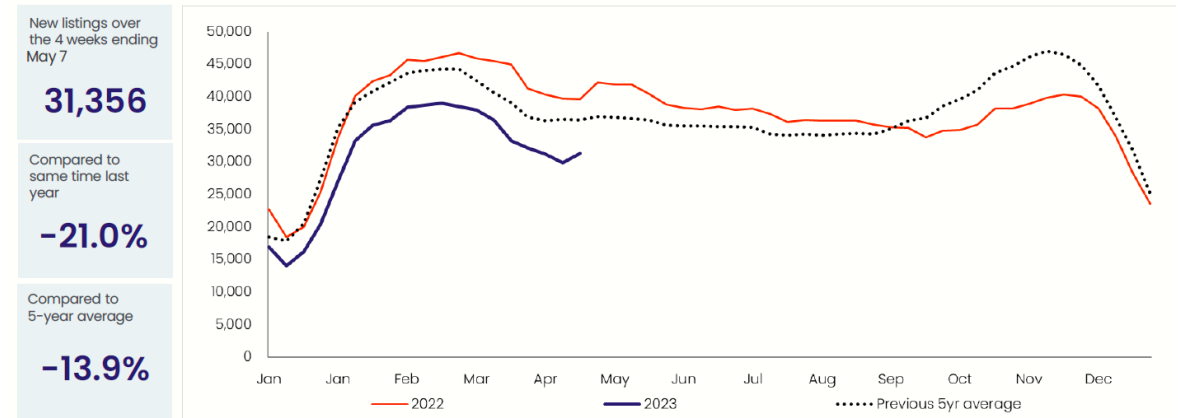


- Subscription revenues in 3Q FY23 are up 1% YoY.
- Transaction volumes in April are down significantly YoY:
  - New property listings down 21% YoY
  - Total properties for sale down 6% YoY
- Review volumes are also trending lower (March down 14% YoY)

Australia: new reviews of agent performance



Number of new listings, National Dwellings



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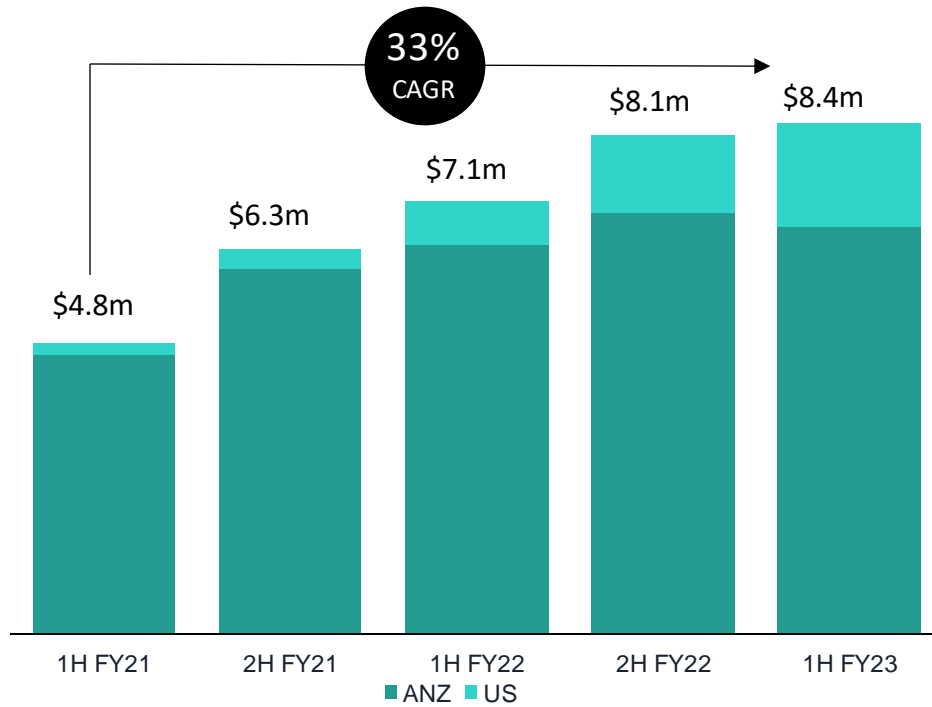
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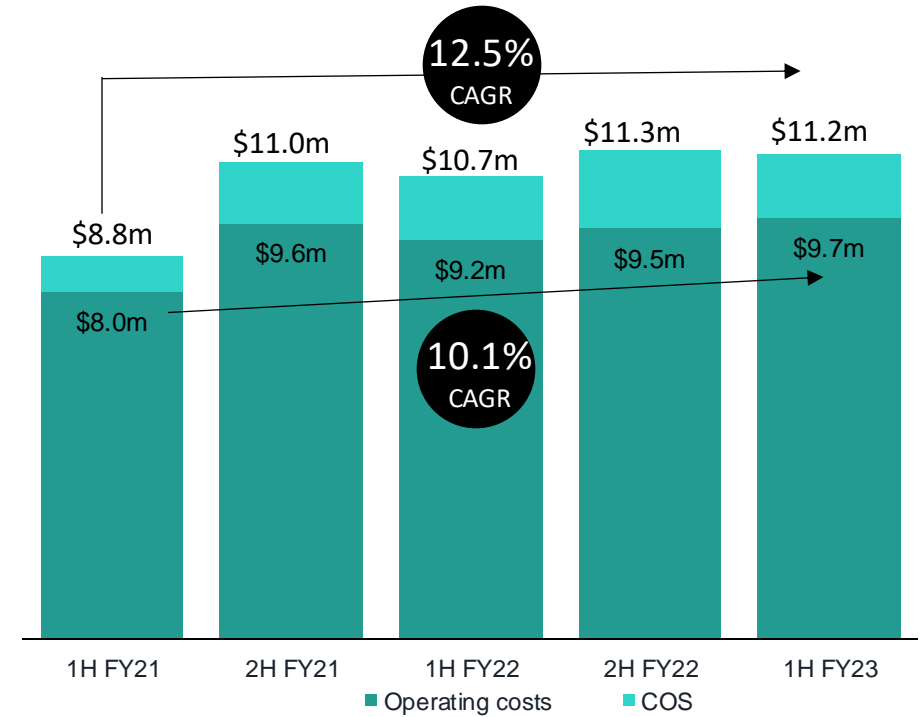
# Strong operating leverage to drive future profitability

Ongoing revenue growth leveraging a comparably fixed operating cost base

Annual recurring revenue by region (A\$)



Annual operating expenses (A\$)<sup>1</sup>



# Summary & Outlook

1

US Subscription revenue up 82% in 3Q FY23 vs 3Q FY22 and now c.25% of Group subscription revenue

2

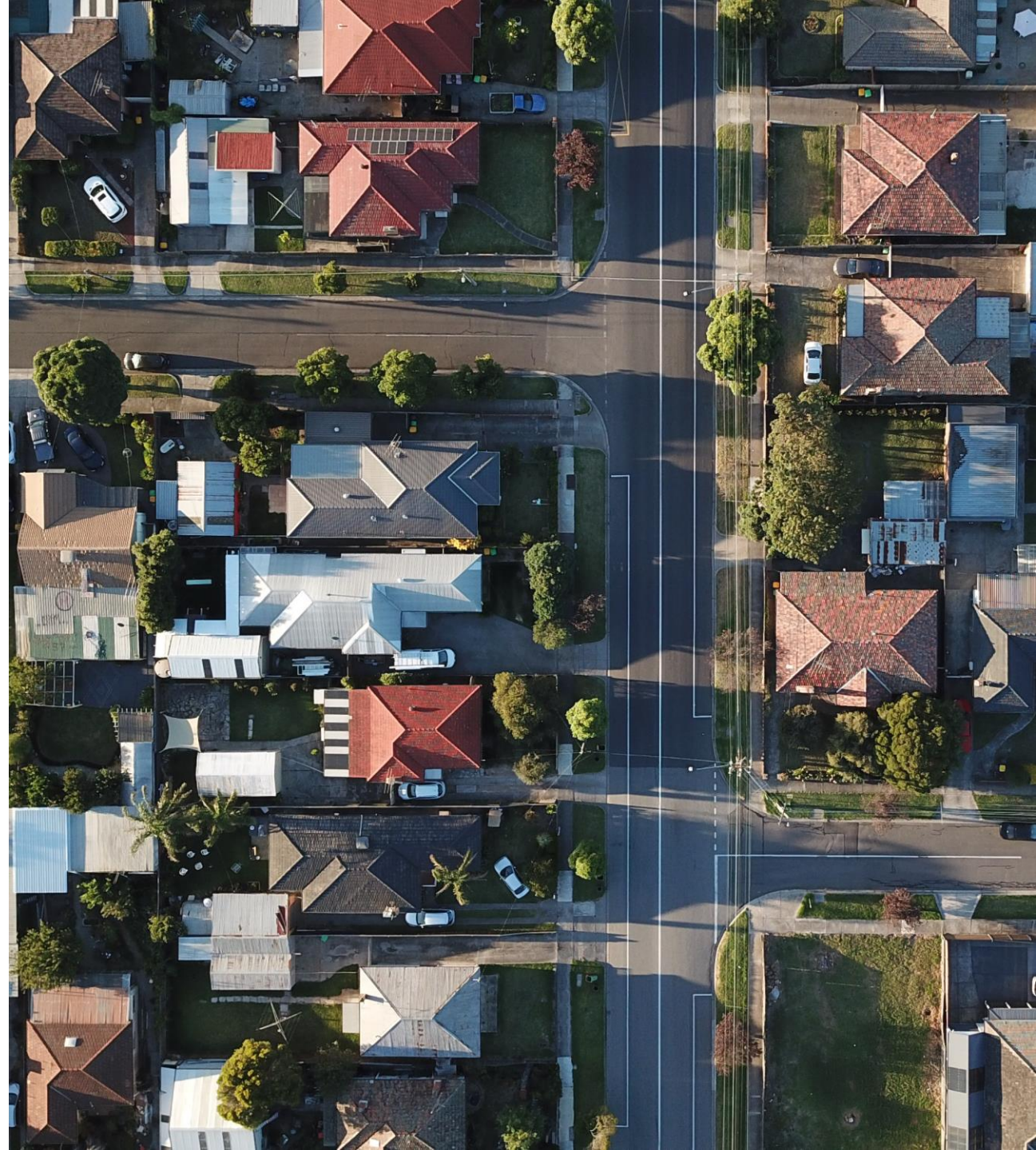
Cash burn down 45% in 3Q FY23 vs 3Q FY22

3

Resilient subscription model still growing in a soft market

4

On track cashflow positive mid-FY24



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