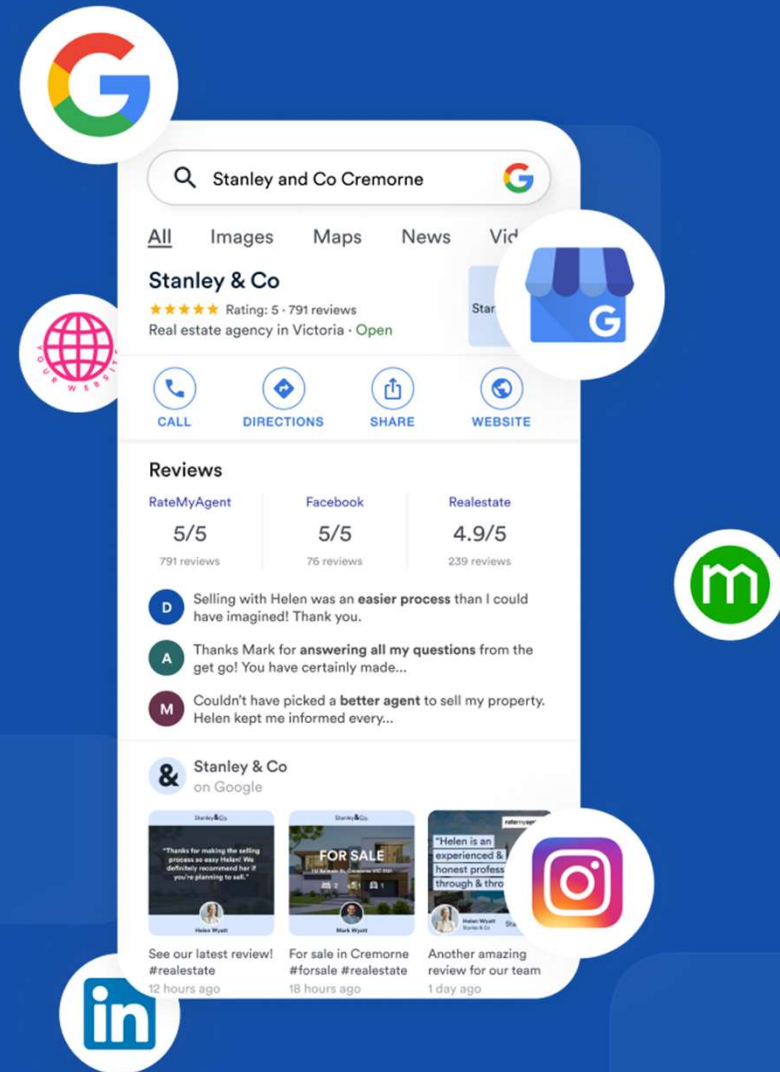


**ratemyagent**<sup>®</sup>

# More Reviews, More Places, Means more listings

Annual General Meeting  
November, 2024



# Contents

- Introduction of Directors
- Chairman and CEO's Address
- Refreshed Strategy and acquisition of Curated Social
- Summary of FY24 Results

# Directors and Senior Management of RMA

## Directors – Melbourne, AU



**David Williams**  
*Chairman*



**Ashley Farrugia**  
*Non-executive Director*



**Shane Greenan**  
*Non-executive Director*



**Edward van Rosendaal**  
*Non-executive Director and Co-Founder*

## Directors – New York, US



**Max Oshman**  
*Non-executive Director*



**Charles Oshman**  
*Non-executive Director*

## CEO – Seattle, US



**Jim Crisera**  
*Chief Executive Officer*

## CFO – Melbourne, AU



**Prateek Munjal**  
*Chief Financial Officer & Company Secretary*



# Chairman and CEO's Address



**David Williams**  
*Chairman*



**Jim Crisera**  
*Chief Executive Officer*

# Refreshed Strategy

- RMA has been successful in the ANZ market with 30% of active agents in Australia & New Zealand on a subscription and paying an average of A\$1,115 per year. Australia is profitable.
- In the US, RMA has been successful in getting approximately 285,000 agents on the platform, but there are approximately 865,000 active agents in the US. RMA has seen significant growth from FY21 to FY24 (with USA revenues of A\$4.7m in FY24), but still less than 1% of all active agents in the US are on the RMA platform, currently subscribed and paying.
- If 30% of US agents paid at the same level we see in Australia, RMA's US revenue would be A\$290m, 15x our current group revenue.
- To maximize this opportunity RMA has refocused on:
  1. Adding significantly more agents to platform through brokerage partnerships like Realty ONE Group where we can bring all agents under our umbrella and allow us to up-sell individual agents
  2. Enhance our product offering with Curated Social and others
- Refreshed CEO and board

## Large US Addressable Market

**~865,000**

Active agents



**~AUD\$1,115**

Average AUS agent spend in FY24<sup>1</sup>



**~AUD\$965m**

Total addressable market

**~AU\$290m+**  
**Opportunity**

Assuming current Australian penetration benchmarks are achieved

**30%**

Australian market share of paying agents<sup>2</sup>

1. Based on RMA's FY24 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 c.11k agents with paid subscription in Australia divided by 36k total active agents in Australia.

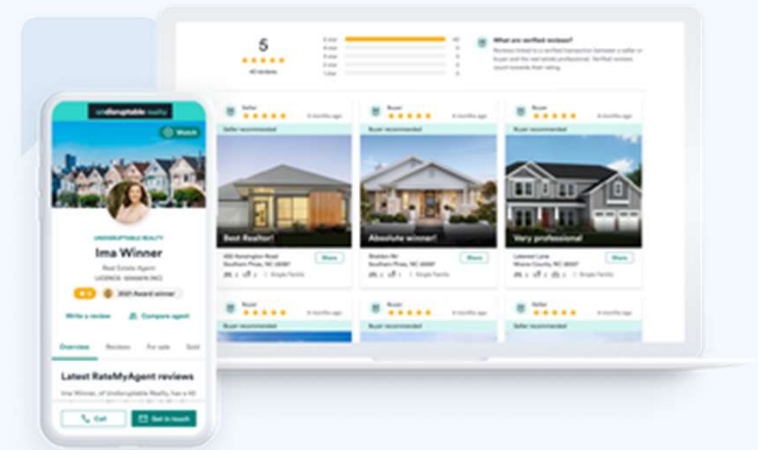
# Strategic Changes

## 1. Focus on Brokerages & integration with their technology providers

- Partner with major brokerage to market premium marketing product to their agents & teams
  - Realty ONE Group brings 20,000 agents but others will follow in the US and ANZ markets
- Capture reviews for ALL transactions
  - Transaction Management Systems = automated review requests at closing
  - Website Integration = automated promotion of reviews and badges as earned
  - CRM Integration = integration of consumer sentiment to expand customer database

## 2. Expand and enhance product offering

- Identify adjacent solutions to expand value we can provide to brokerages & agents
  - 65% of agents are identified through repeat business and referrals
  - Social media, email marketing, advertising and promotion capabilities are all synergistic
- Curated Social's library of content to add to agents' social presence when RMA's content around reviews, listings, etc. is quiet. This enhanced offering means agents will have the opportunity to stay top of mind throughout the year.
- Curated Social is already well-known, with 80,000 registered agents on their platform generating revenue of A\$2.4m and is profitable.
- Added to the RMA offering adds value to existing paying agents and will convert others in Australia but should lead to an uplift in US paying agents.



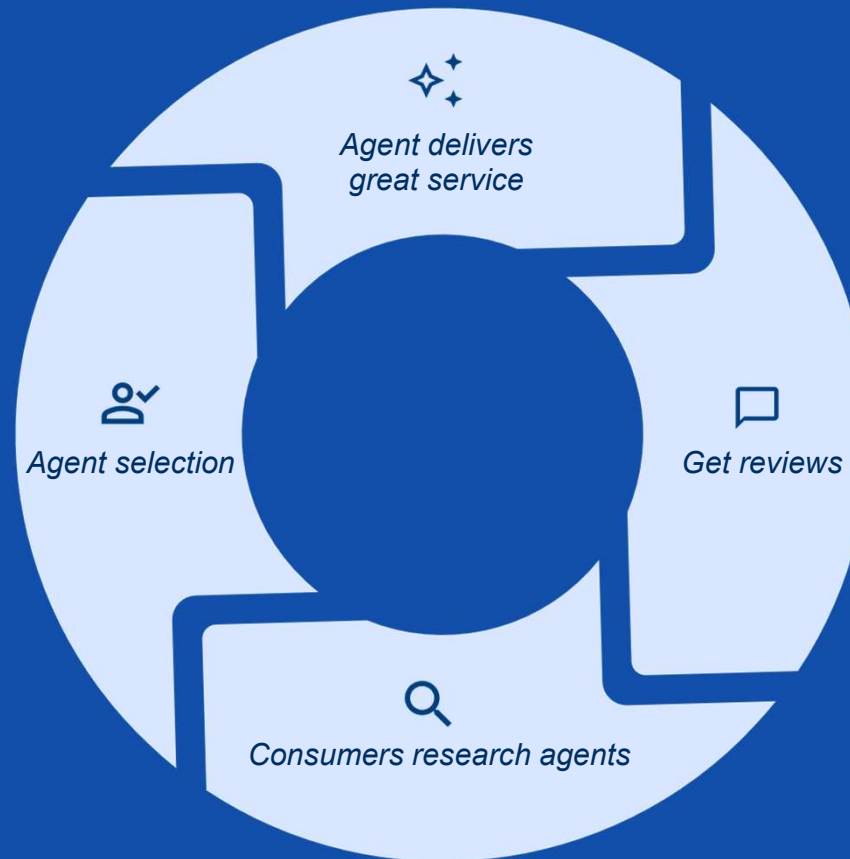
# Value Add to Agents and Brokerages

## Win more listings

- *Get chosen more often*
- *Earn more referrals*
- *Attract top talent*

## Stand Out

- *Dominate Google search*
- *Recognition for expertise*
- *Build your brand*



## Get More Reviews

- *Automate review requests*
- *Manage reviews from one place*
- *Seamless integration*

## Stay Top of Mind

- *Content distribution network*
- *Advertise your success*
- *Automated social media*





## Core Features



### Content Library

Over 5k engaging ready-to-post graphics and captions  
800k+ editable templates



### Autopilot

Automatically curates and posts to social channels  
channels based on agent preferences



### Branding Bars

Add agent photos, brokerage logo and contact info to  
any social post



### AI Rewrite

Generate AI-driven captions with a push of a button

## Key Metrics



### Revenue Growth

8% total revenue growth from A\$2.2m in FY23 to  
FY23 to A\$2.4m in FY24



### Users

- 80,000+ registered users
- 4,700+ subscribed users



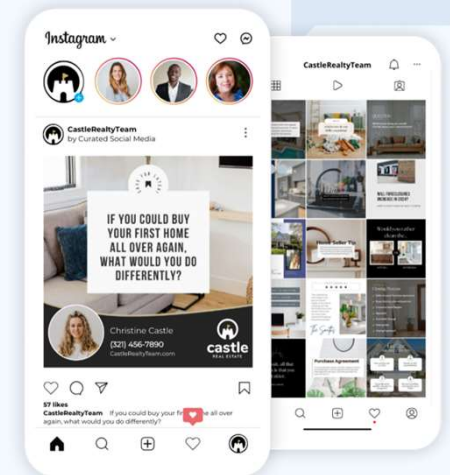
### Social Posting

- 5.63 average visits per user per month
- Over 1,000,000 social posts in the last 12 months



### Efficient Team

Team of 7 social media experts delivering positive cash  
flow







# Summary Results by Country

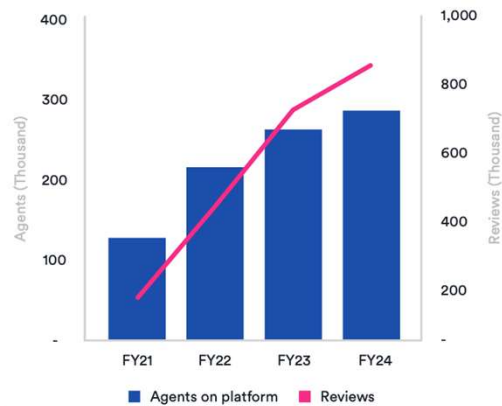
# US market overview

## Agent engagement and conversion have driven positive revenue growth

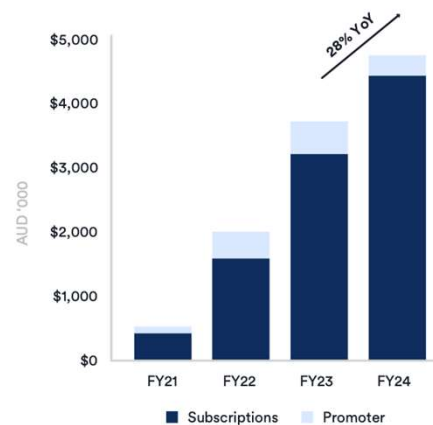
There is increased engagement among US agents with 28% YoY growth in Revenue. This is driving a strong pipeline of agents actively engaging and paying for products. FY25 will complement our monetization effort through focus on enterprise deals with brokerages and property technology firms as well as the integration of Curated Social upon completion of the acquisition.



US Agents on platform and reviews (cumulative)



US Recurring Revenues



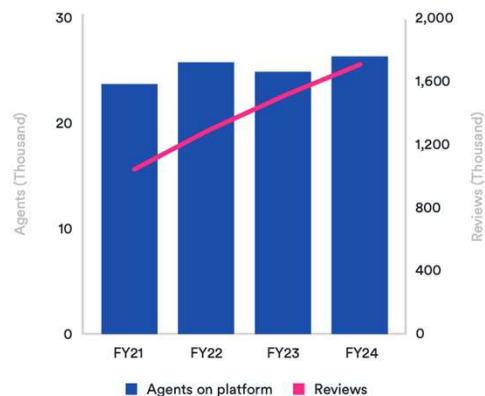
# AUS market overview

## Market Leader in Australia

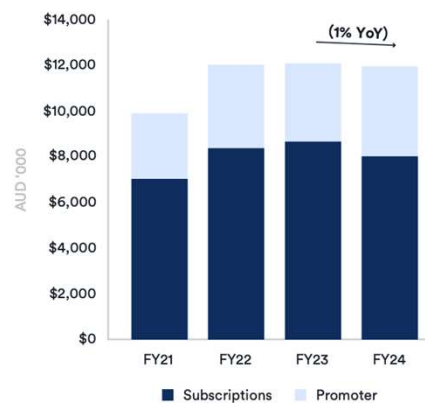
Revenues continue to stay strong in an established market. Expanded product suite with subscription and promoter products along with the addition of Curated Social provides continuous value to agents and an opportunity for revenue growth in a challenging economic cycle.



AUS Active Agents on platform and reviews (cumulative)



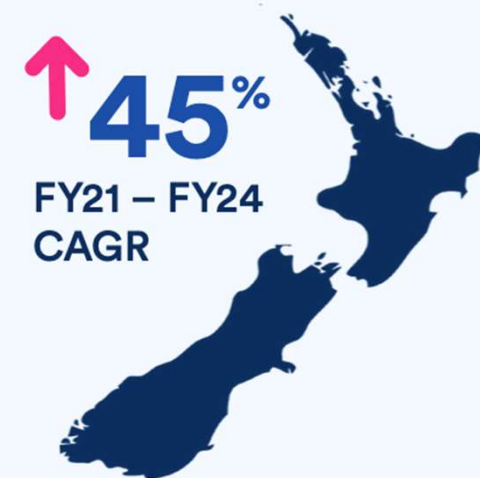
AUS Recurring Revenues



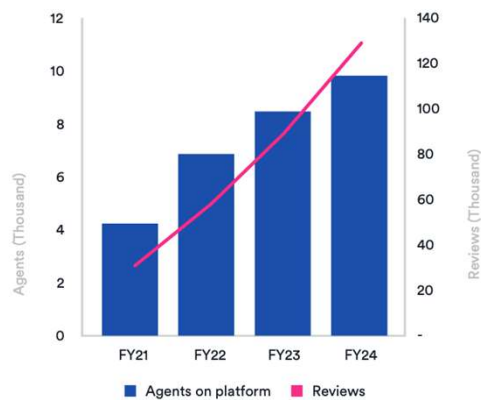
# NZ market overview

## Market share continues to grow

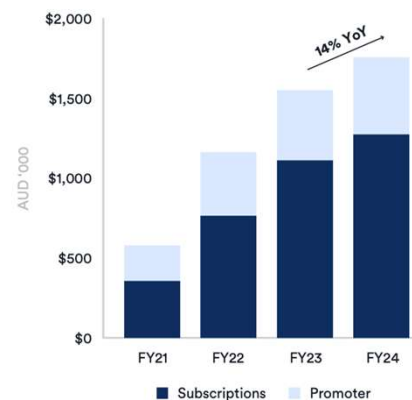
Product offering resonating with agents and delivering strong revenue results.



NZ Agents on platform and reviews (cumulative)



NZ Recurring Revenues



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