Rent.com.au Limited

Webinar

11th May 2021

Our Purpose

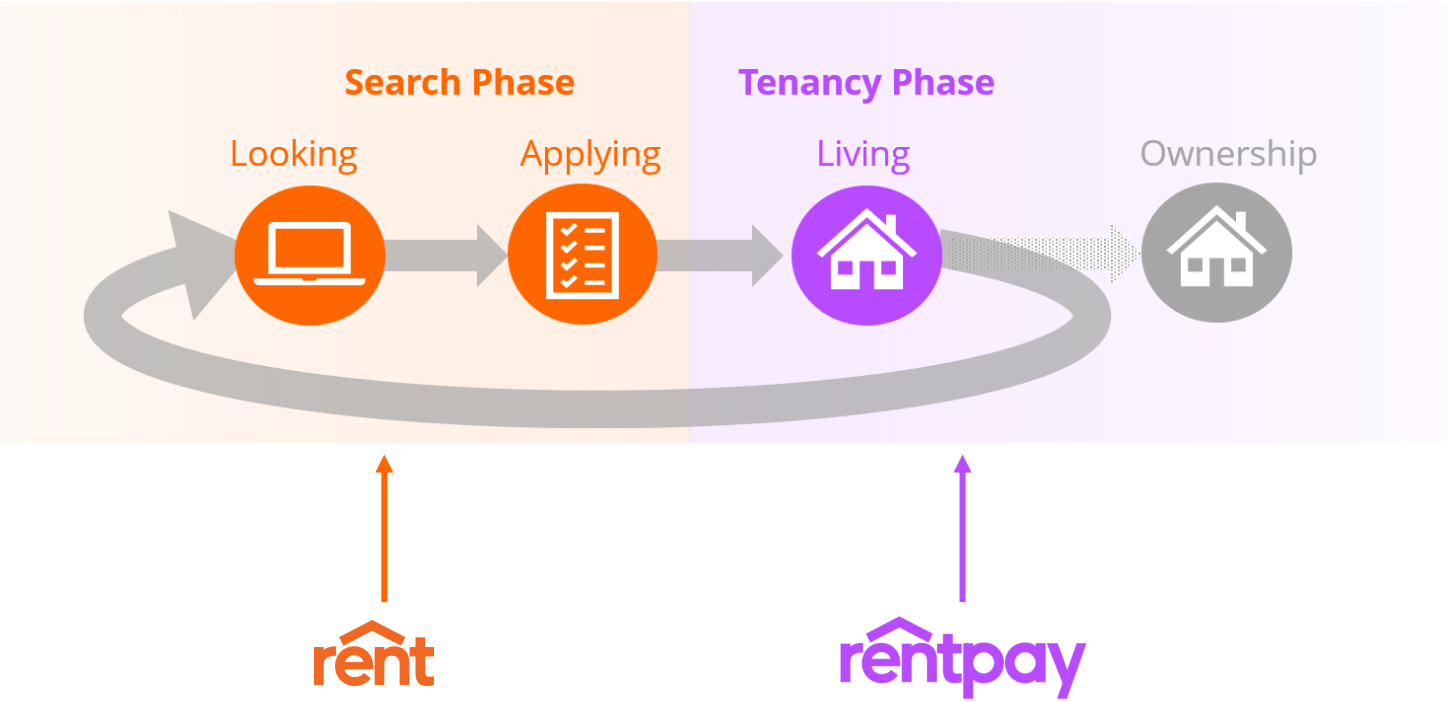
We exist to make renting rewarding

Renting is fast becoming the preferred choice for many people and is a segment without a champion

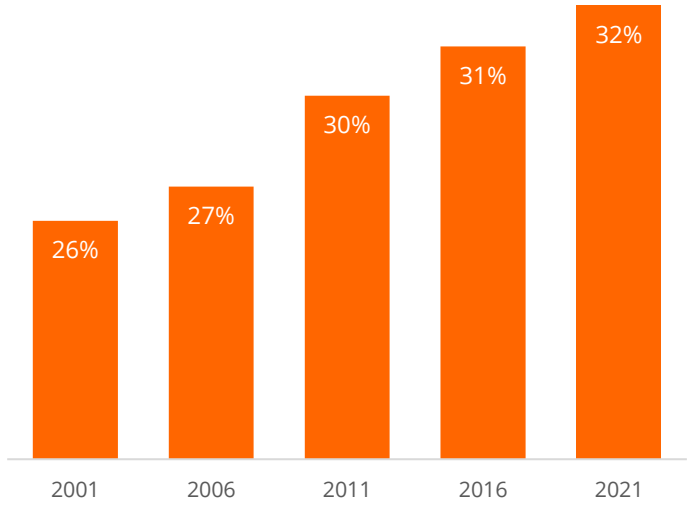
1 Australian Bureau of Statistics, Housing Occupancy and Costs 2017-18; 2 Rent.com.au Renter Resume data

Renting's a big market

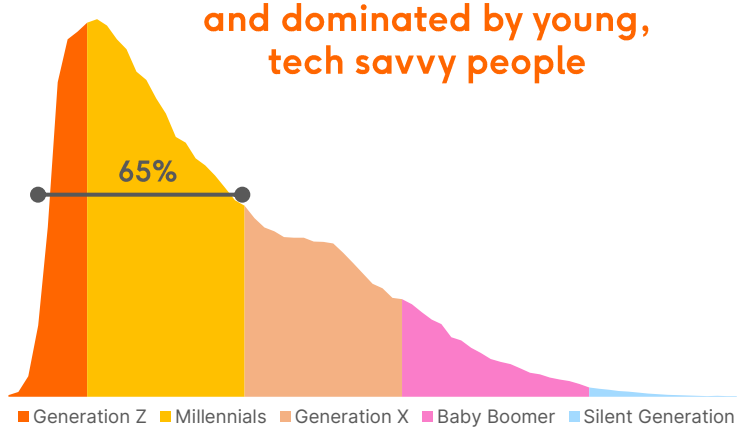
- With two distinct phases



It's growing rapidly



and dominated by young, tech savvy people



Age Distribution of RENT Customers£

£ RENT data; $ ABS Statistics, RENT estimates, Pew Research Centre (2016), Statista (2018);

We've built the largest dedicated renting community

April 2021 Snapshot[1]

700k Unique Visitors to our site and apps

9.5m Pageviews

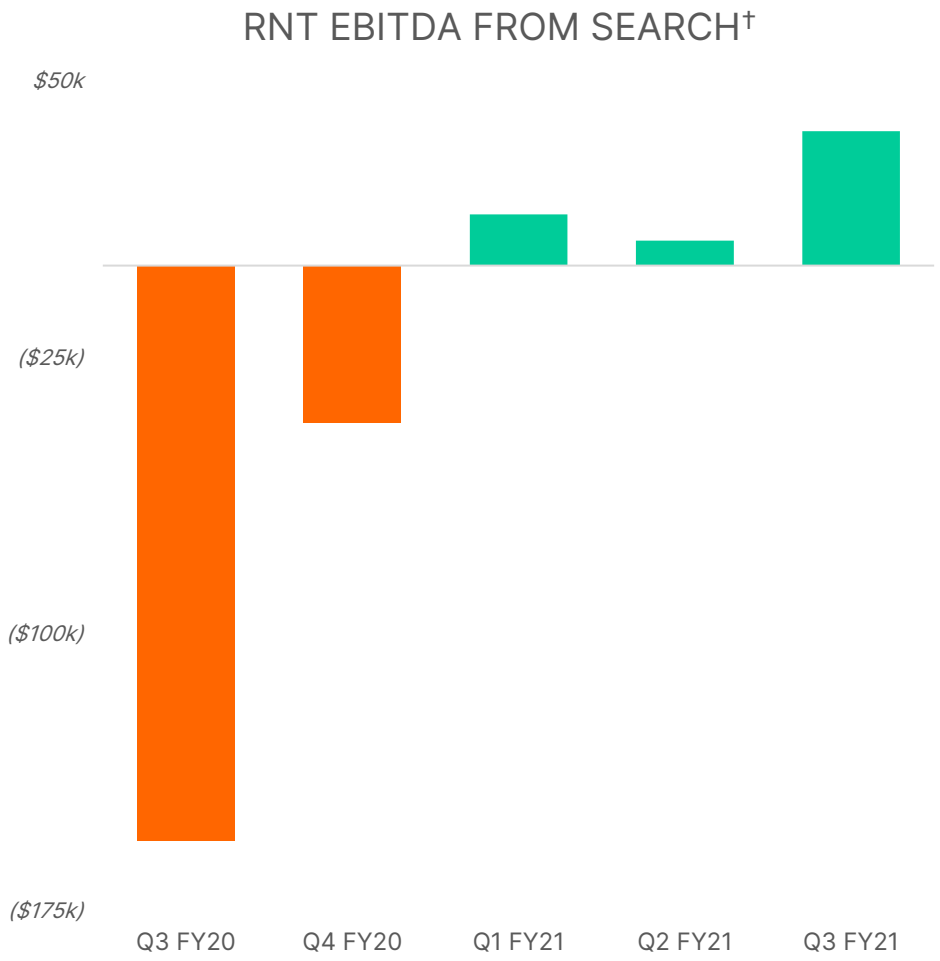
100k Enquiries and Applications to agents

70k+ Active Rental listings on our site

#1 Rated Real-Estate App[2]

1 Rent.com.au data for the month of April 2021. 2 Average customer rating in Apple App Store and Google Play is higher than other Australian real estate sector apps

Our core RENT “Search” business is now profitable



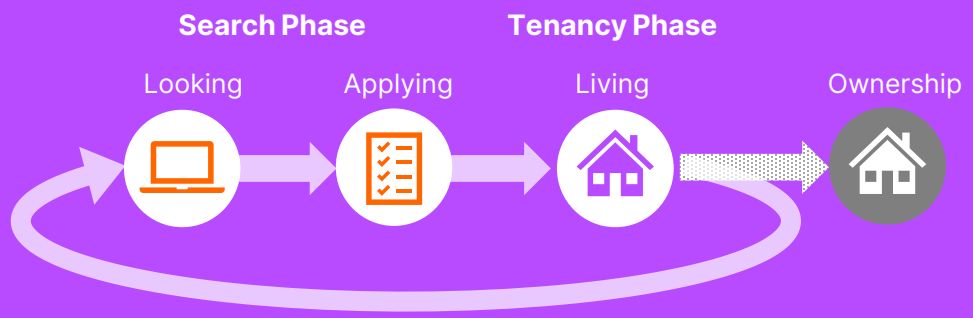
- Profitable portal (channel) business
- Naturally extends to Tenancy Period
- Market disrupting products (RentPay)
- Self reinforcing loop, managing renters throughout their lifecycle

† Group EBITDA excluding RentPay business unit

and we are about to disrupt the tenancy period

We know our customer. Their support gives us the right to extend our customer relationship beyond search

The tenancy period gives us a x20 multiplier in terms of market size and engagement period

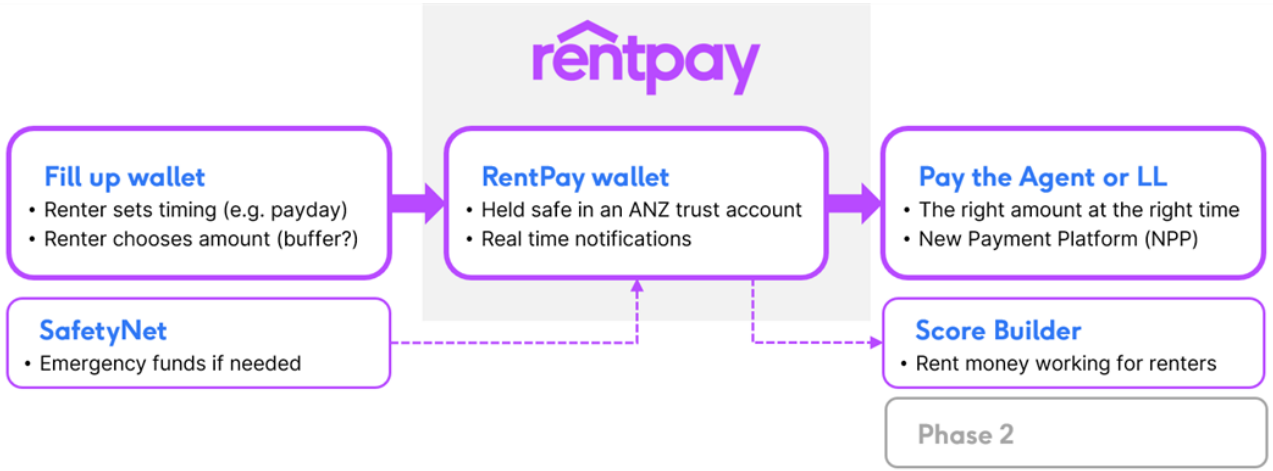


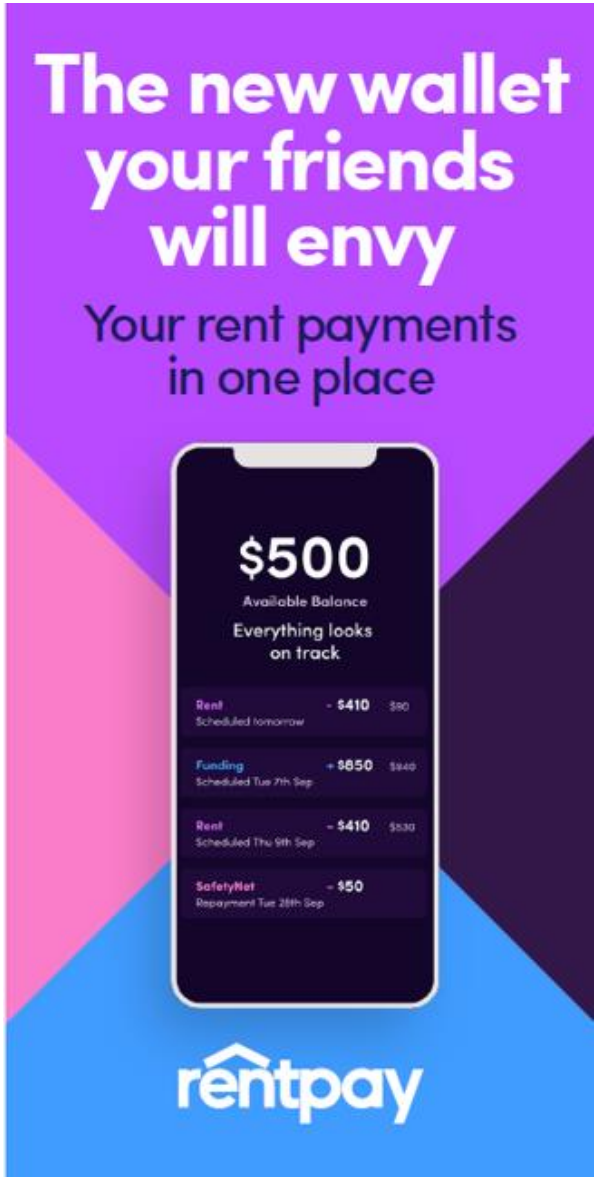
RentPay Key Points

- RentPay launched in both Apple and Google stores on 6 May 2021
- Provides RNT with over 20x addressable market[1] of over 2.5 million households
- Extends rent.com.au customer relationships into the tenancy period
- Starts transforming RNT revenue from transactional/one off to annuity/repeat
- RentPay is a platform of services rather than a single product
- Next phase of products in planning

1 Currently rent.com.au addresses the Search phase of tenancy. RNT research indicates ~85,000 homes rented per month across Australia

The Next Generation Digital Wallet





Using the latest technology, RentPay gives the renter flexibility, support and improved financial wellbeing while agents and landlords receive their rent quickly and reliably.

It is a platform that will continue to evolve both technically (as Australia's banking infrastructure modernises) and in terms of the value proposition for customers (new products/partners).

www.rentpay.com.au

Customer Value Proposition

rentpay

...nurtures renters financial wellness

RentPay is a portable payments and planning app that smooths rental payments, insulates renters from unforeseen events *and* builds renters' status, for only $2 a month.

Marketing Approach

- Existing rent.com.au portal is the natural marketing channel
- Marketing focus this quarter:
  - On site display and inclusion in renter process workflows
  - Facebook and other social media (including dedicated renter community)
  - App store and other promotion activity
- Next phase of marketing will use other additional channels to broaden reach and accelerate growth

YESWAY!
rentpay
9:41

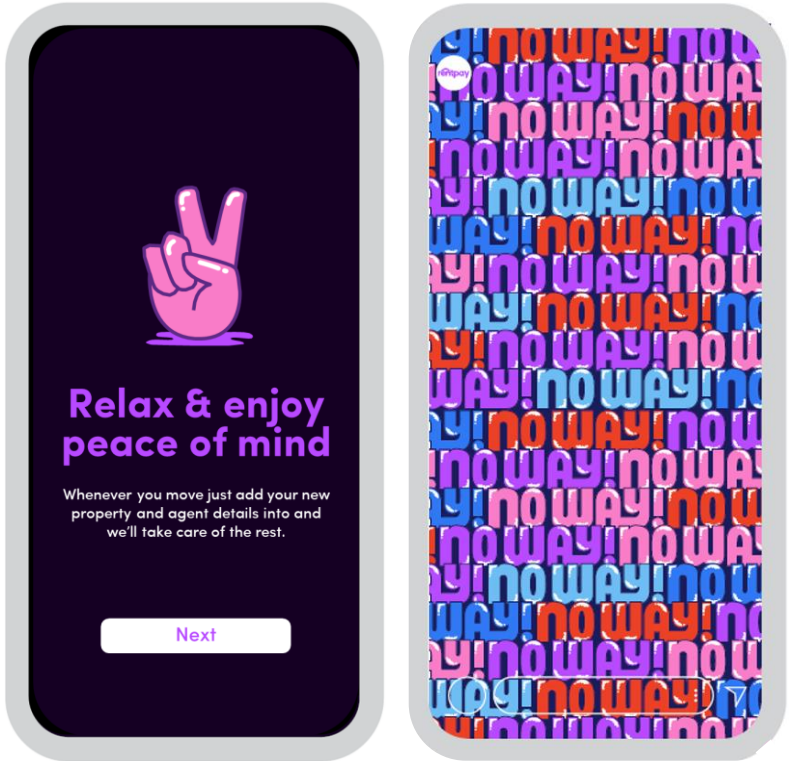
Portable, Compatible, Secure

A few minutes to set up, and RentPay will always be there to make renting a little less stressful.

Renters are pretty adaptable, and they have to be, because every time they move they'll likely be asked to set-up a completely new payment method, losing their previous payment history.

RentPay is different. Compatible with all payment methods that agents or landlords may use including BPAY, Visa, Mastercard, Direct Debit etc, RentPay can be set-up once and then move with the renter to their next property, with a simple update.

RentPay is completely customer-led, meaning the renter can choose to use RentPay without any impact on their agent or landlord and, when funds are deposited into the RentPay wallet, they're held securely by ANZ Bank in a trust account for the renter.



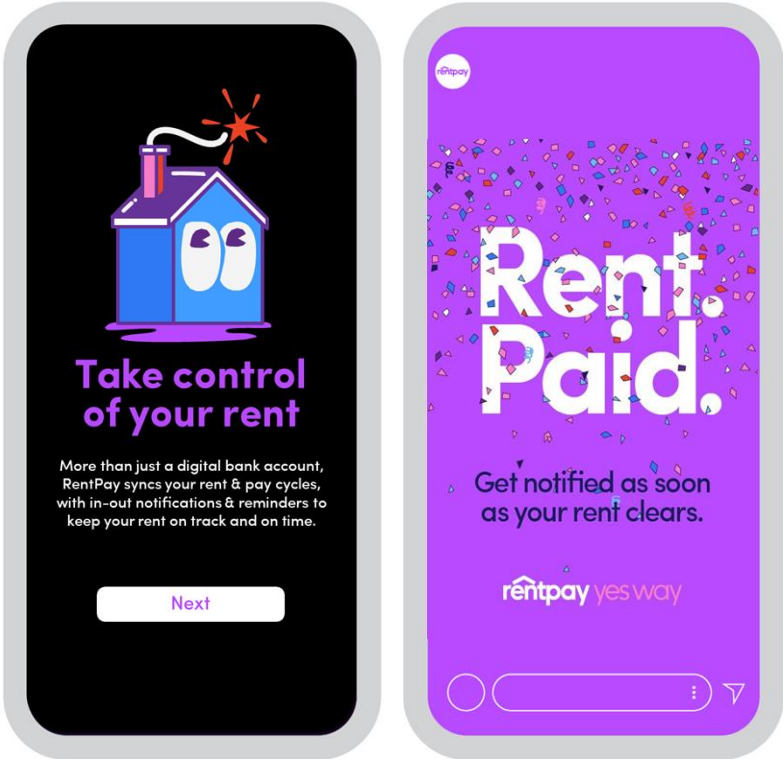
Product Feature: Notifications/Alerts

RentPay gives renters more control of their rental payments, with reminders, in-app notifications and alerts, and confirmation of payment history.

Renters told us that they only hear from their agent or landlord if something has gone wrong and don't have easy access to receipts and payment history.

RentPay changes this, with email, app and SMS prompts for when funds need to be paid in or automated direct debits are due, and when payments are being made. If there are any problems, they'll know **before** they occur.

They'll also receive confirmation when their payment has been received by the agent or landlord, and always have access to a record of their payments in the palm of their hand.



60%

Of customers identified this as a gap and wanted the feature.

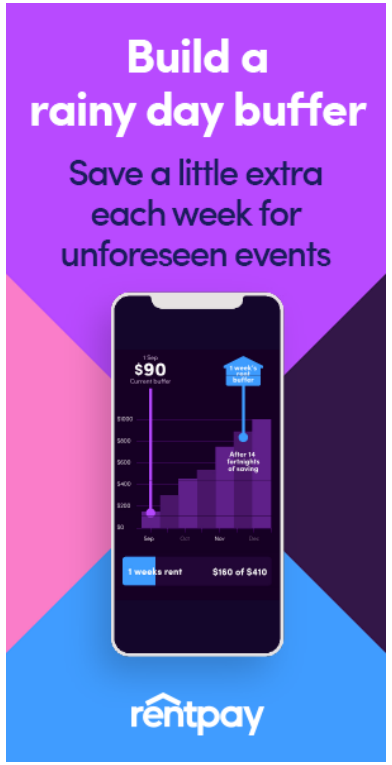
Product Feature: Buffer

RentPay provides tools to help insulate renters from bumps in the road.

Rental affordability is a growing concern for renters. Increasing workforce casualisation contributes to this anxiety, with more ebbs and flows in getting paid.

RentPay's buffer feature lets renters stash away some extra funds each week. As their savings build up, they can elect to use those funds to pay their rent, freeing up their cash for other things.

In time, RentPay will aim to provide an investment return to renters on the money held in their wallet – but for now we're happy helping them stay ahead of their biggest regular expense



58%

Of customers wanted this feature included.

www.rentpay.com.au

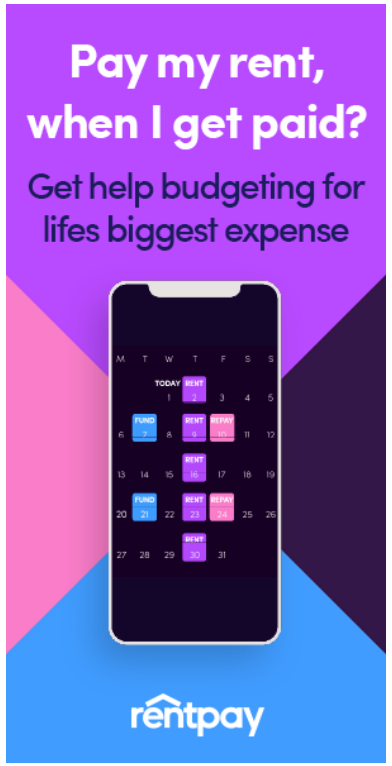
Product Feature: Pay Day Sync

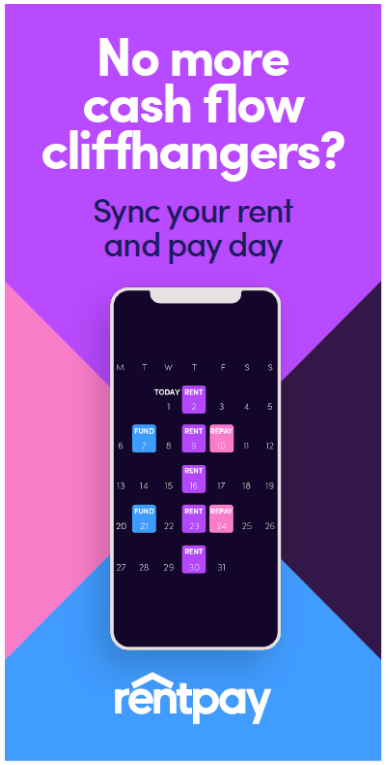
RentPay gives renters the control they need over their cashflow, letting them decide when to pay.

By cleverly syncing the renter's rent and pay day cycles, renters have the control and comfort that they can fund their wallet when it suits them, and let RentPay take care of the outward payments to their agent or landlord.

So the renter pays when and how much it suits them and the agent or landlord receives the correct amount of rent when they want it.

Housing costs take up the single largest proportion of a renters income – by removing the stress of managing this payment RentPay can help renters budget and manage cash better.





56%

Of customers wanted this feature included.

www.rentpay.com.au

Product Extra Feature: ScoreBuilder

With ScoreBuilder, RentPay helps renters build their financial status, and their future.

ScoreBuilder is a unique additional RentPay feature that reports the customers RentPay account status each month to one of Australia's largest credit reporting agencies.

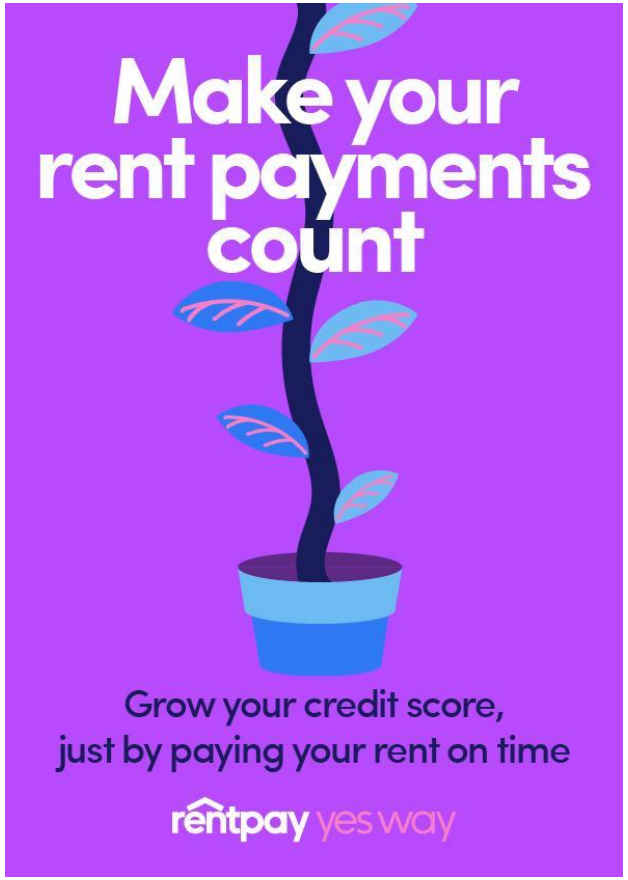
Over time this may have a positive impact on their credit score*.

This changes the unfair perception and criticism of rent money being dead money and could help renters get a better a deal on finance for their next significant purchase.

ScoreBuilder is an opt-in feature at additional cost to the renter.

58%

Of customers thought this feature would help them out.



www.rentpay.com.au

* Other factors independent of RentPay may influence a customers credit score

Product Extra Feature: SafetyNet

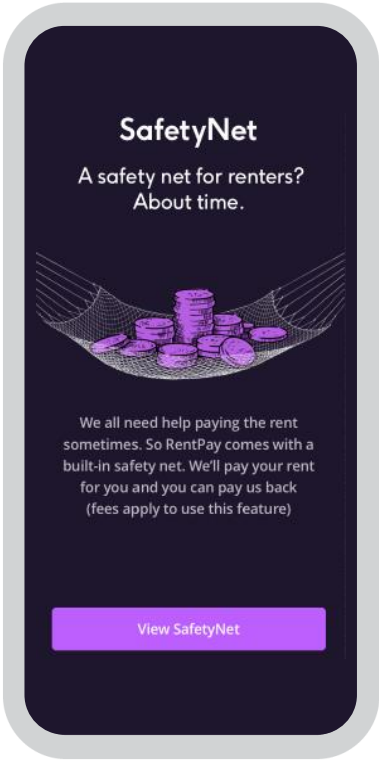
A safety net for renters, unique to RentPay.

Unexpected expenses are a fact of life. While most of us assume we'll never need a safety net, RentPay customers can take comfort in knowing it's there.

To help renters keep their payments on track and on time, SafetyNet gives them access to a short-term loan to cover their rent if they are unable to.

The loan is then paid back over the next 4 fortnights in equal instalments with no interest and a fee of only $4 per fortnight while they have money owing.

Credit is provided by SkyCredit with RentPay appointed as an authorised representative. RentPay earns a share of the $4 fortnightly fee.



35%

Of customers wanted this. In focus groups 100% thought this was a great feature to have – just in case

www.rentpay.com.au

Product Setup and Pricing

A fair and simple approach

1 - Download the App

Download the App and have a play, a unique “demo” mode allows customers to experiment with different payment timing and different amounts for rental payments and buffer savings

2 – Activate ($3 set up and $2 monthly – includes common transaction fees except CC)

When ready, a customer completes the activation process (inclusive of KYC checks)

3 – Optional SafetyNet and ScoreBuilder feature ($3 set up and $1 monthly)

An optional inclusion, sign up to ScoreBuilder and accrue status. After a 30 day qualifying period customers will also have access to our SafetyNet feature. No additional cost for having SafetyNet. If funds are drawn cost is $4/fortnight until repaid. No interest charged.

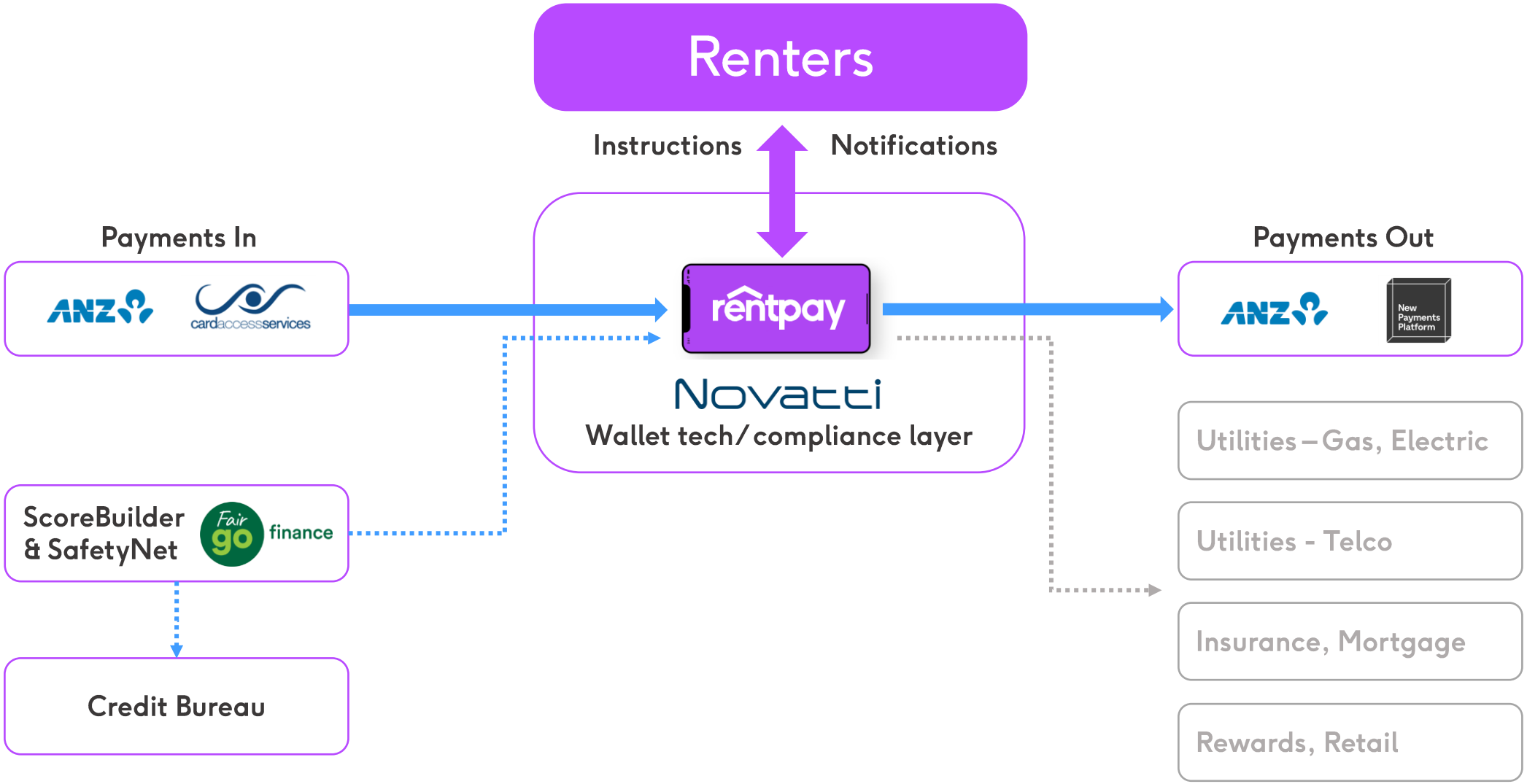
Agent Benefits

Immediate benefits to Agents, more to come

Property management is a tough business.

With RentPay providing the flexibility and support to the renter (payment timing, amount), agents can focus on optimising their rent rolls for efficiency without needing to change anything.

With RentPay using the New Payments Platform (NPP) as its preferred payment platform to agents, no more waiting 2-3 days for funds to clear. Instant payments provide perfect clarity to both the agents and the renters.

The next stage of development for RentPay will see trust account reconciliation and a comprehensive suite of property management tools added to the platform. In the meantime, RentPay is compatible for renters to make payments no matter what system their agent uses.

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