

ASX Announcement

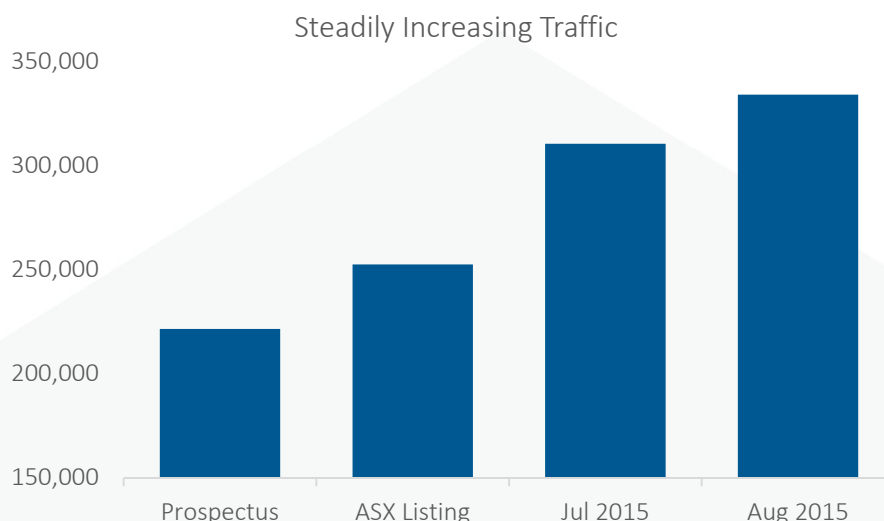
4 September 2015

RENT.COM.AU GROWS TRAFFIC TO NEW RECORD, ANNOUNCES REFERRAL TRAFFIC PARTNERSHIP

Rent.com.au Limited (ASX: **RNT**) ("**RENT**" or "**the Company**"), Australia's leading rental property web portal, achieved a record of 334,000 unique visitors to the website during August 2015. The Company has also entered into a binding Terms Sheet with Mitula Group Limited ("**Mitula**") for Mitula to drive incremental traffic to www.rent.com.au over the next 12 months.

Key Statistics:

- 334,000 unique visitors to the site in August 2015
- Up 32% from June 2015 and 60% on previous August
- Transition of paid search marketing to Accordant now completed
- Terms Sheet agreed with Mitula (ASX.MUA) for incremental referred traffic



RENT Managing Director Mark Woschnak said: "We are pleased to have successfully completed the transition of our search engine marketing to Accordant so that we can now begin to fully benefit from their expertise in digital optimisation.

"In addition, the results from the trial we have run with the Mitula Group has given us the confidence to enter into the referral agreement which we expect will drive an incremental 400,000 unique visitors to our site in the next 12 months, over and above traffic driven via Accordant, with the ability to step this up further as both parties continue to grow".

In addition to paid search and paid referral sources, RENT acquires traffic to its main website www.rent.com.au through organic/non-paid sources and has recently appointed public relations and social media/content marketing staff to improve its traffic volumes from these sources.

ENDS

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ABOUT RENT.COM.AU

Rent.com.au is the only national web portal in Australia that focuses entirely on the property rental market and includes listings from both property agents and non-agent private landlords. Rent.com.au was established in 2007 by experienced real estate and new media entrepreneur Mr Mark Woschnak, who has more than 25 years' experience in real estate, digital publishing and classified services.

Since inception, Rent.com.au has focused on the development of the necessary technology, product alliances and critical mass of content to be ready to fully commercialise the platform. It is now a top 10 national property website and has recently listed on the ASX following a successful capital raising. The capital raised will be used to commence commercialising the site by deploying a national marketing campaign to increase traffic to the site and agent listings content, as well as commence shifting the large volume of offline non-agent landlord listings to online at www.rent.com.au.