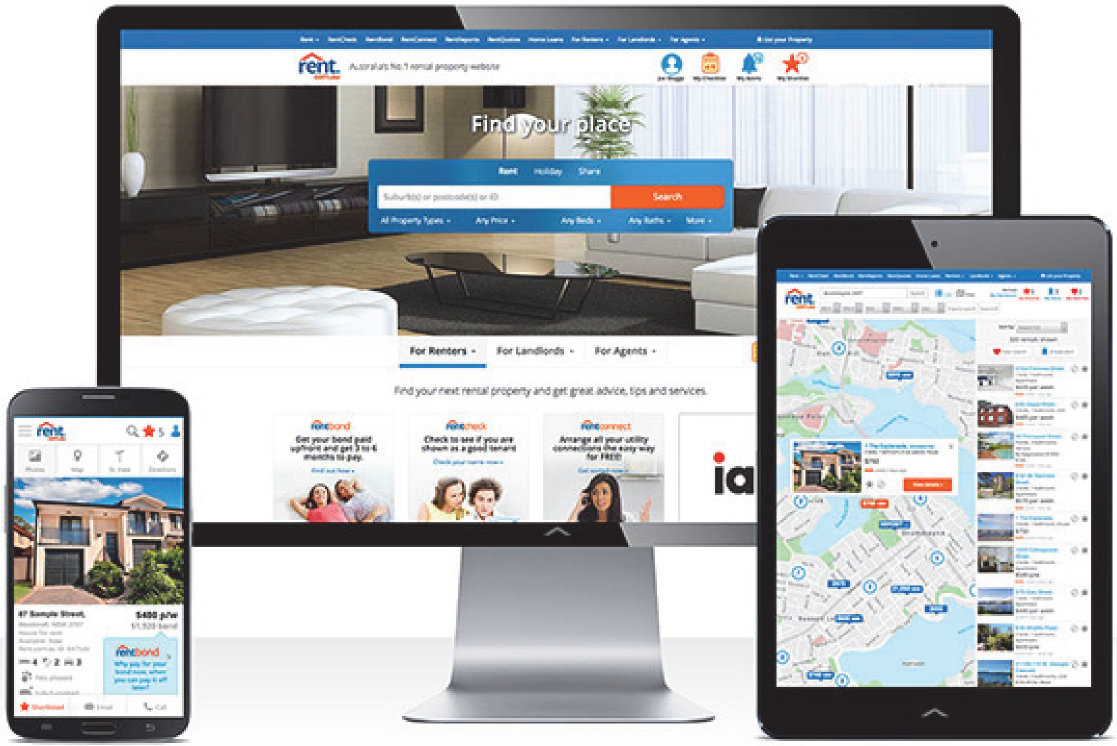
rent.com.au

Australia's No.1 dedicated rental property website



Investor Presentation

February 2016

Disclaimer

Important Legal Notice

This presentation contains summary information about Rent.com.au Pty Ltd (**RNT**) as at February 2016 and does not purport to be complete. This presentation is not a prospectus or a product disclosure statement under the *Corporations Act 2001* (Cth) (**Corporations Act**) and has not been lodged with the Australian Securities and Investment Commission.

Neither RNT nor its Directors, officers, agents, advisors or employees, makes any representation or warranty, express or implied, nor will any of them have any responsibility in respect of the accuracy or completeness of, or omissions from, or in respect of any information, including financial information, estimates, opinions and projections, expressed in or omitted from this presentation.

This presentation is for information purposes only and is not financial product or investment advice, nor a recommendation to acquire RNT shares. It has been prepared without taking into account the objectives, financial situation or needs of individuals. An investment in securities is subject to known and unknown risks, some of which are beyond the control of RNT. Before making an investment decision, prospective investors should consider the appropriateness of the information having regard to their own objectives, financial situation and needs and seek legal and taxation advice appropriate to their jurisdiction. Past performance information given in this presentation is given for illustrative purposes only and should not be relied upon as (and is not) an indication of future performance. This presentation contains certain forward-looking information. Forward-looking statements are necessarily based upon a number of estimates and assumptions related to future business, economic, market, political, social and other conditions that, while considered reasonable by RNT, are inherently subject to significant uncertainties and contingencies. Many known and unknown factors could cause actual events or results to differ materially from estimated or anticipated events or results reflected in such forward-looking statements. Investors are cautioned that forward-looking statements are not guarantees of future performance and, accordingly, not to put undue reliance on such statements.

ABOUT RNT

The Strategic Opportunity

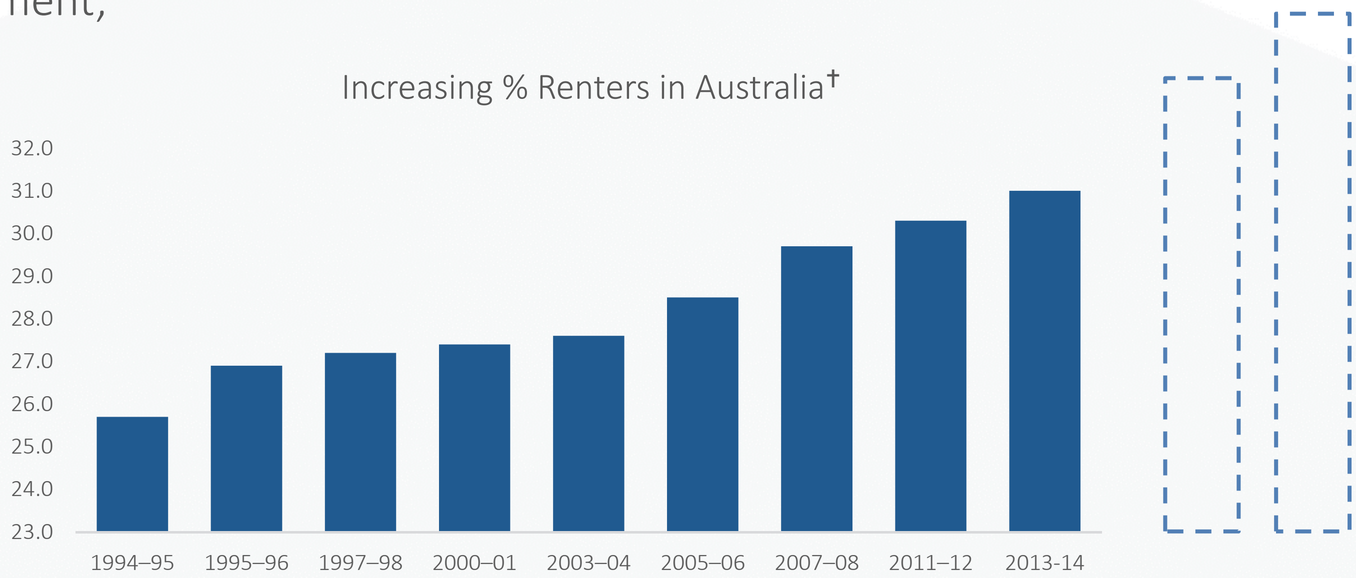
Rent.com.au (ASX:RNT) is Australia's #1 property website dedicated to rental property, becoming the long term home for renting by creating a single marketplace comprising property agents and non-agent landlords listings and a broad range of services needed by all the rental market participants

- RNT is currently a top 10 national property website with:
  - 63,000 active property listings
  - 6,700 national property rental agencies registered
  - 615,000 monthly unique visitors to site
  - Robust & scalable web and mobile platform
- RNT has a first mover advantage in the offline to online market shift opportunity of the large non-agent landlord market which are not serviced by agent-only REA Group
- Business model is to provide broad range of services needed by all market participants – providing advocacy to and earning revenue from renters and landlords as well as agents

The rental market is large and fast growing

The rental property market in Australia is a large and growing section of the overall property market. It is fast moving, fragmented and under-serviced.

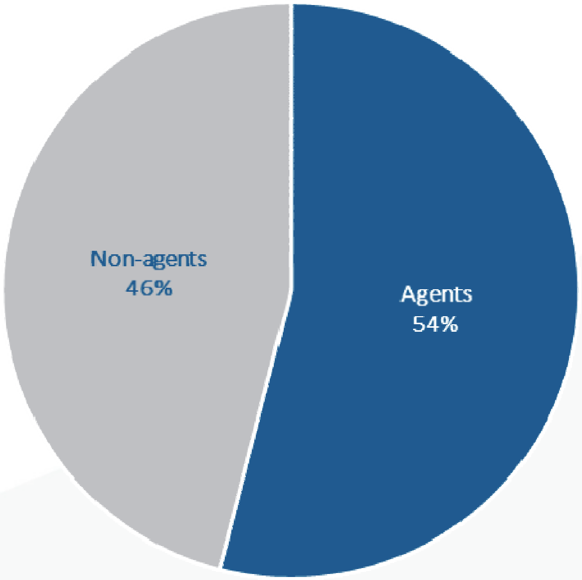
- 7 million Australians (>30% †) are renters, primarily key 18-35 demographic;
- Cultural shift has driven increasing renter population but much growth yet to come before we reach overseas levels – e.g. 68% of New Yorkers rent;
- Approximately 3 million† rental properties in Australia;
- Significant and growing % of real estate agency revenue is derived from property management;



† Source: RNT estimate based on ABS and other data

RNT is creating the total rental marketplace

7 million people (30% of Australians) live in rental property but almost half of all rental properties are not managed by an agent providing a massive, under-serviced market opportunity for RNT



Now (almost half market mainly offline)

- Non-agents mainly offline;
- Small volume of non-agents on Gumtree etc;
- REA will not allow non-agents;
- RNT has 80% of all agents online property ads;
- Growing number of non-agents on rent.com.au

Future (the online rental marketplace)

- All listings mainly online;
- RNT becomes default search destination as it has the widest choice;
- RNT has 100% of all agents online property ads;
- Growing number of services add additional revenue streams;

Renters – 18-35, Online & Social

Customer Need:

- Widest choice of properties and deepest range of services delivered via an intuitive user experience;

Current Offering:

- Over 63,000 property listings delivered through fully responsive technology platform (i.e. optimises no matter what device/browser used);
- Bond financing, utility connections, suburb statistics etc.

Future Products:

- Renters insurance, removalists and others;
- Ongoing user experience improvements;
- RNT targeting 1 million renters to site per month within 5 years, with transactions between $15 and $40 per service;

Case Study of Potential Revenue*			
Scenario % of 1m monthly visitors to site who transact	5%	10%	15%
Assumed Average Transaction Value	$20	$20	$20
Annual Revenue based on above assumptions	$12.0m	$24.0m	$36.0m

* The annual revenue numbers in the above table are based on the assumptions stated in the table and are not a forecast of RNT's future revenue

Non-agent Landlords – Property Investors

Customer Need:

- Tools to find a tenant quickly and manage their rental property;

Current Offering:

  - Standard Listing per rental property – normally $99 but currently free offer to drive market share
  - Premium Listings – pay to have ads at top of search, stand out more = more views per ad
  - RentCheck – background checks on potential tenants
  - RentReport – rental pricing and other statistics
  - RentQuotes – online sourcing of property management quotes from agents

Future Products:

- Non-agent landlord products currently in development:
  - Lease documents – templates to assist landlords meet regulatory standards
  - Insurance – insurance products tailored to meet landlords specific needs
  - More products will continue to be developed to cater for more than just a landlords listing needs.

Case Study of Potential Revenue*			
Scenario % of 1 million non-agent landlords transacting on rent.com.au during a year†	5%	10%	15%
Assumed Average Transaction Value	$160	$160	$160
Annual Revenue based on above assumptions	$8.0m	$16.0m	$24.0m

* The annual revenue numbers in the above table are based on the assumptions stated in the table and are not a forecast of RNT's future revenue

† REA, Carsales and Seek all had achieved over 60% market share in their respective markets as at 2011

Property Agents – Need to Grow Rent Rolls

Customer Need:

- To grow rent rolls by accessing more landlords and receiving more renter enquiries;

Current Offering:

- Free Listings – automated upload of listings via RNT's integration with ~60 software providers, >600,000 unique visitors to site per month (over half of whom have not gone to REA or Domain), and ability for landlords to search via Find a Property Manager;
- Premium Listings – pay to have ads at top of search, stand out more = more views per ad
- Premium branding products – display ads and profiles to provide better exposure to prospective landlords and tenants;
- RentCheck – background checks on potential tenants
- RentReport – rental pricing and other statistics
- RentQuotes – online sourcing of property management quotes from agents

Future Products:

- Future agent products will be developed with a clear focus on supporting agents throughout the property management lifecycle.

Case Study of Potential Revenue*			
Scenario number of agents on paid plans	5,000	7,500	10,000
Assumed Average Monthly Payment	$200	$200	$200
Annual Revenue based on above assumptions	$12.0m	$18.0m	$24.0m

✓ Unique audience
✓ Landlord leads
✓ Excellent services

† Source: AC Nielsen Market Intelligence Duplication Report January 2016
* The annual revenue numbers in the above table are based on the assumptions stated in the table and are not a forecast of RNT's future revenue

Industry Comparisons – Illustrating the potential

The market value of similar classified/portal companies to RNT that are listed on the ASX. Dominant sites lead to increased traffic and higher levels of profitability.

Company	Market Cap *	EV/EBITDA	Overview
realestate.com.au Australia's No.1 property site	A$6.7Bn	20x	Realestate.com.au (REA) launched in 1998 and is now Australia's number one property site
seek	A$4.7Bn	13x	Seek.com.au (SEK) is a specialist employment site which launched in 1997 and is listed on the ASX
carsales.com.au Australia's No.1 because it works!	A$2.7Bn	15x	Carsales (CAR) first revenues were reported in 1998 as it grew into Australia's #1 Automotive classified website

* As at 5 February 2016

RESULTS

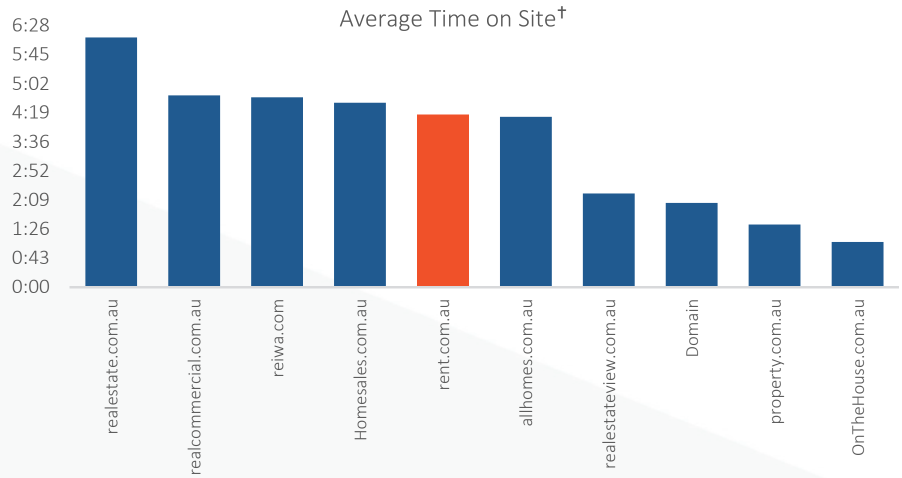
Excellent Progress Made – Renters

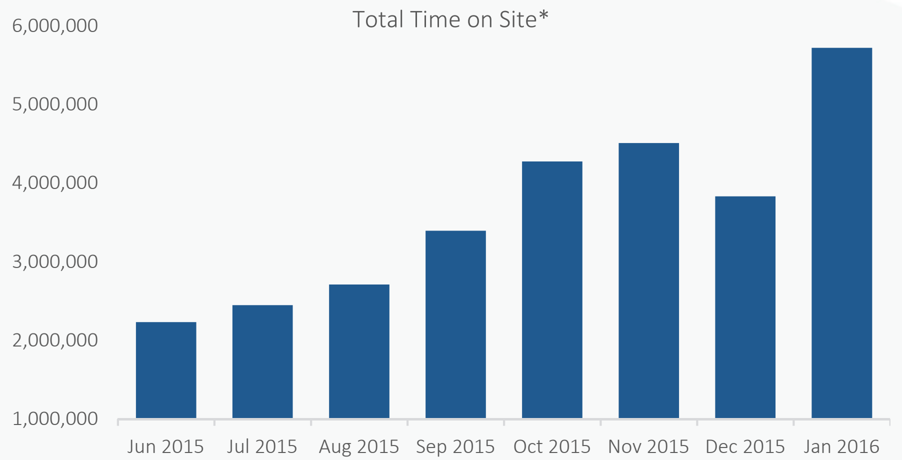
- More than double the number of renters visiting website in past 6 months compared to previous six months – audience share increased as RNT moves up the independent AC Nielsen rankings;
- Key digital partnerships secured and operating well;
- Improving engagement metrics – time on site, page views and enquiries to agents and landlords;

Traffic Growth + More Engaged Audience

More than just drive incremental traffic to www.rent.com.au, RNT has improved key engagement / traffic quality metrics:

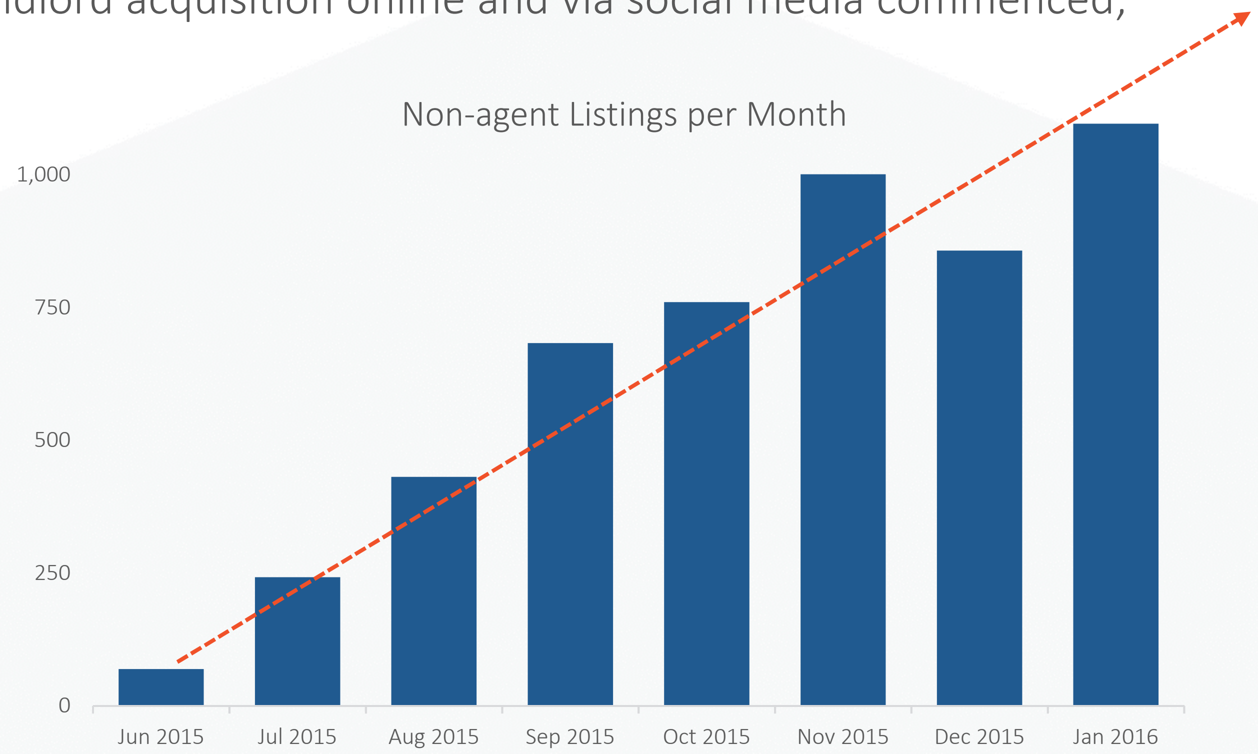
- Since listing total time on site has grown alongside traffic growth, with average time on site per user benchmarking favourably compared with other leading sites;
- RNT's audience share has also continued growing steadily while page views, bounce rates and other metrics have been maintained at good levels;
- RNT will focus on improving these metrics through delivering customers the services they need via a leading user experience;
- This increases loyalty and retention while also maximising the commercialisation opportunity for RNT;





Excellent Progress Made – Landlords

- More than 10x number of monthly new landlord listings since ASX-listing;
- Exponential growth potential remains available;
- Telesales team fully operational;
- Targeted landlord acquisition online and via social media commenced;

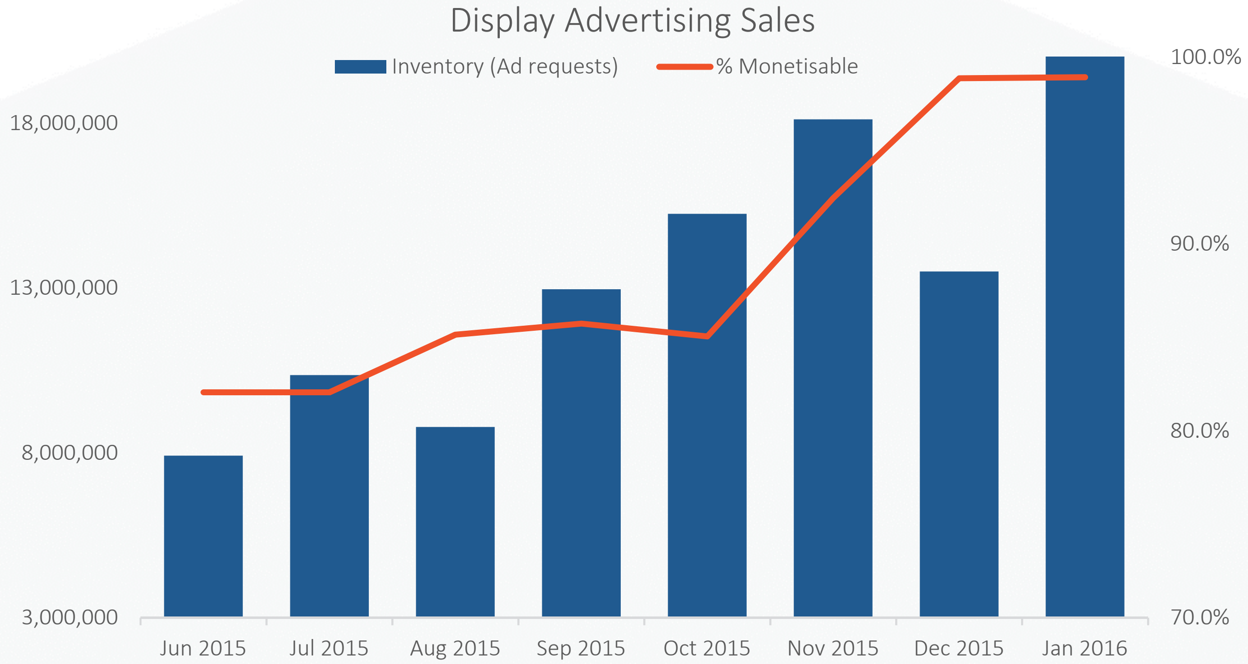


Excellent Progress Made – Agents

- Field sales trial successfully completed – national roll out in Q3 FY16;
- Strong support and testimonials from real estate agencies;
- Above trend growth in renter enquiries generated;
- Continued growth in agents registering with RNT;

Excellent Progress Made – Advertisers

- Increased volume of quality traffic (good page views, time on site and other key metrics) delivers sought after engaged, 18-35 year old audience;
- Now plugged in to advertising trading desks – enables greater proportion of "inventory" monetised and access to high growth programmatic advertising market;
- Trial campaigns underway with a range of local and national premium advertisers – significant revenue potential;



Strong Board and Executive Team

Managing Director
Mark Woschnak
Experienced real estate and new media entrepreneur founded Rent.com.au

Non-executive Chairman
Garry Garside
Extensive corporate experience including property development

Non-executive Director
Sam McDonagh
Country Manager of Airbnb, former iiNet and eBay executive

Non-executive Director
John Wood
Award winning entrepreneur, founder of National Lifestyle Villages

Non-executive Director
Phil Warren
Chartered Accountant and corporate advisor with extensive ASX experience

Chief Executive Officer
Mark Woschnak
Previously developed RealWeb with Telstra and holds a real estate licence

Chief Financial Officer
Jan Ferreira
Extensive experience within high growth ASX listed businesses prior to joining RNT

GM Marketing
Maya William
Marketing and brand expert, most recently Head of Marketing Strategy for Woolworths Supermarkets

GM Products
Scott Waters
Digital product and marketing specialist, ex WA Head of Digital for NewsCorp

OUTLOOK

Outlook Summary

- RNT's key objectives for the next 12 months are:
  - **Focus on growth in listings content from agents and landlords.**
    - RNT currently has almost 80% of national real estate agents listings and is intent on significantly growing this market share plus continue to add non-agent listings;
  - **Completing the roll out of the national field sales team.**
    - Recruitment underway and team expected to be operational from April 2016, starting to drive national revenues;
  - **Continued innovation in user experience and product development.**
    - Refreshed user experience and new products aimed at renters, landlords and agents to be launched over the course of next 12 months, including insurance and lease documents;
  - **Preparing the next phase of the national branding campaign.**
    - Online branding continues and social media expanded;
    - Planning for offline marketing launch currently well underway;

RNT's Phases of Growth – 2016 Focus

RNT is ahead of schedule and starting to move into the next phase on the road to commercialisation

Development	Commercialisation		Expansion
(pre listing)	0-12 months	12-24 months	24+ months

Development (pre listing)

- ✓ Integrated with ~60 software systems to obtain automated feeds from agents;
- ✓ Robust and scalable technology able to handle RNT's planned growth;
- ✓ Developed quality product suite to commence commercialisation;

0-12 months

- ✓ Drive online awareness by growing audience to 500,000 UV's;
- + Significantly increase non-agent landlord listings = *strong growth already but more available;*
- + Increase in agent sales and content = *aim to match agent listings on other sites;*

12-24 months

- 〉 Launch further new products to benefit property agents, renters and landlords throughout the rental life-cycle e.g. :
  - Insurance;
  - Lease documents;
- 〉 Full deployment of sales teams;
- 〉 Grow offline brand identity;
- 〉 Move towards profitability;

24+ months

- 〉 Launch of rent.asia as umbrella site for rentals across selected Asian cities;
- 〉 Launch of lease.com.au as commercial/industrial rental portal;
- 〉 Continued development of products and services;

Contact Information

For additional information please contact

Mark Woschnak
Founder and CEO - RNT
E: markw@rent.com.au
M: 0410 568 300

Jan Ferreira
Chief Financial Officer - RNT
E: janf@rent.com.au
M: 0404 043 819