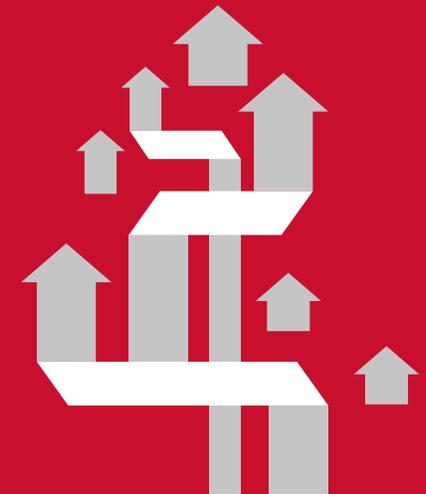

REA Group Ltd – Investor Briefing

Update on agent strategic direction and response to commentary in the media

Date: 2 July 2014

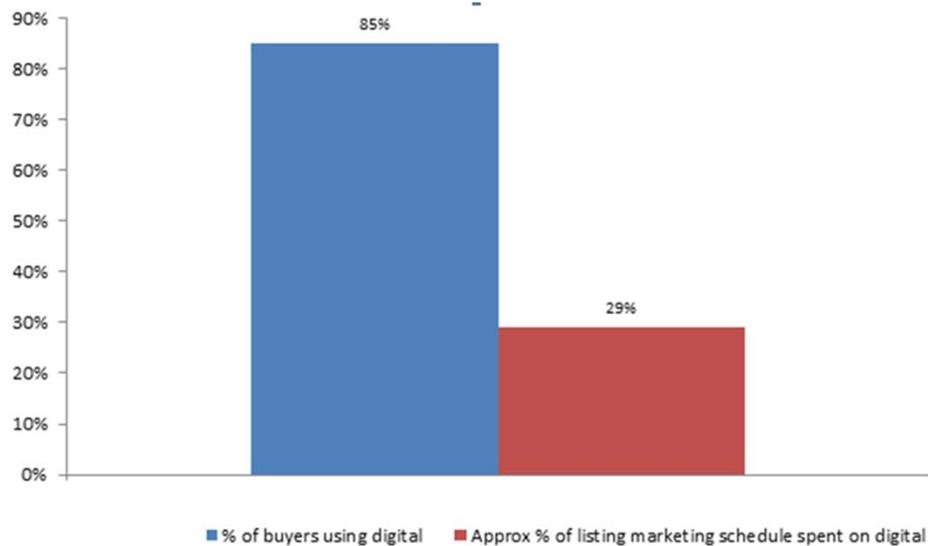


REA Group FY2015 Strategy



- **Our FY2015 strategy in relation to agents remains unchanged**
- **It is to deliver on our purpose by:**
 - Empowering consumers by providing digital tools and information to make confident decisions about buying, selling, renting and leasing
 - We make property simple, efficient and stress-free to provide consumers with greater confidence, therefore stimulating the market
 - We connect vendors, landlords and tenants who are ready to transact with agents
 - Empowering agents by providing them with access to the largest audience of property seekers and movers
 - We maximise the number of buyers for properties on the market
 - We generate leads and enquiries to build agent brand profiles and enable them to win new listings
- **Real estate agents are critical to the property process and remain core to our strategy**

Facts as related to market commentary



Fact: Agents are a core part of our strategy

Fact: We deliver measurable value to agents

Fact: We support the long term health and growth of the Australian real estate industry

Fact: We support agents optimising advertising spend of their vendors investment across media.

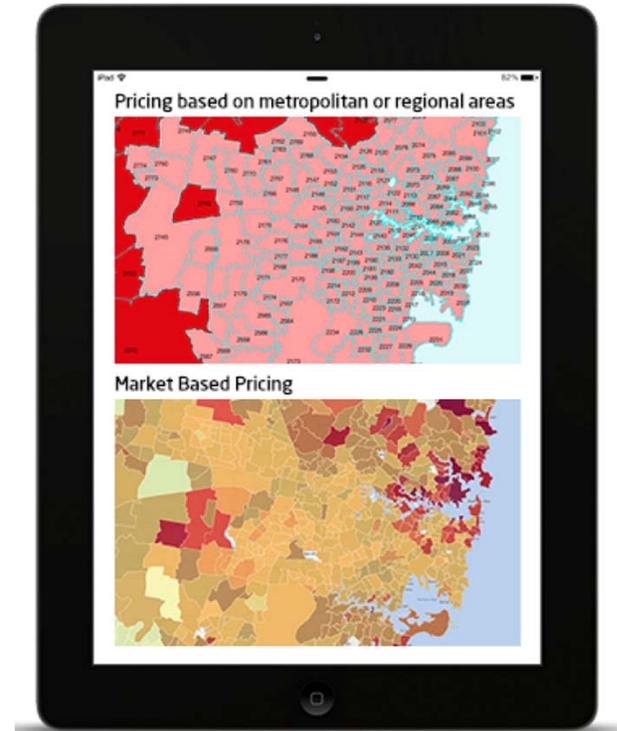
Fact: We welcome competition

realestate.com.au continues to deliver efficient & effective advertising and high ROI for agents and their vendors.

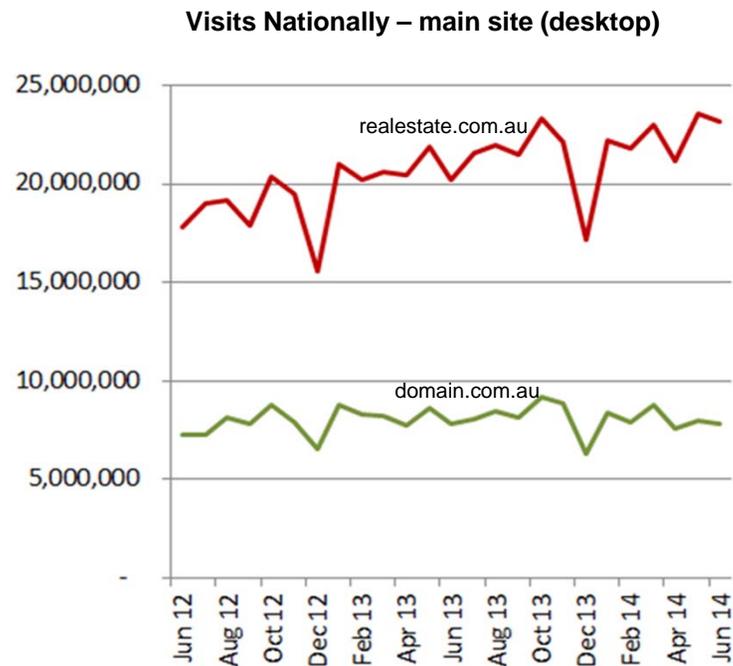
Source: Resources Used – Buyers: Consumer Property Seeker Report Dec 13. Share of Listing Marketing Spend is estimated based on market data and new realestate.com.au prices. *Digital includes websites, apps, mobile sites.

realestate.com.au's market based pricing model

- Effective from 1 July 2014
- Better aligns pricing to local market conditions and supply and demand
- Reflects premium value delivered by premium products (audience, engagement and ROI)
- New model sees some prices remain the same, some increase, some decrease
- Part of the full range of products available to agents



realestate.com.au leads on all metrics

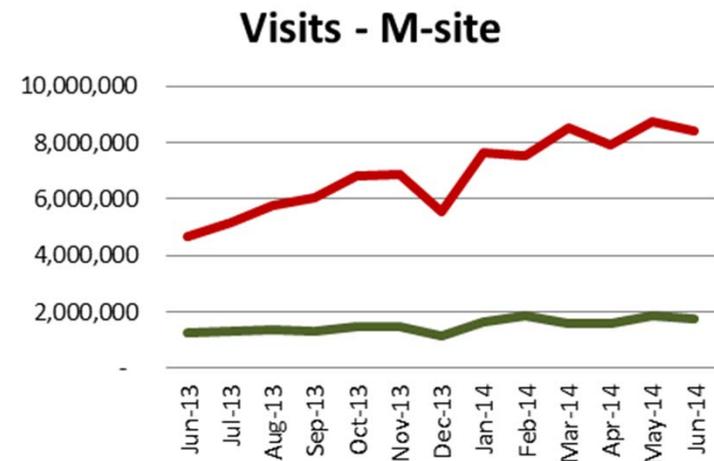


- We continue to use the IAB Australia- approved Nielsen audience measurement
- realestate.com.au continues to be the clear market leader across all metrics
- We make significant investments into products and partnerships that drive enquiry
- We are committed to delivering world-leading products and technologies

Source: Nielsen Market Intelligence June 2012 – June 2014

realestate.com.au delivers against all metrics

- We are **3.3 times bigger** than our nearest competitor based on traffic to our main and mobile sites
(Source: Nielsen Market Intelligence June 2014)
- realestate.com.au owns **99.9% of all suburbs** based on share of searches within NSW, VIC and QLD.
(Source: Experian Hitwise – Internal Site Search Reports, Dec 2013)
- **69%** of our monthly audience do not visit Domain.com.au
(Source: Nielsen Online Ratings, May 2014)
- realestate.com.au is Australia's No.1 digital property advertising business and accounted for **84% of total time spent** on property portals
(3 month average for main & mobile site visits, Nielsen Market Intelligence March – May 2014)



Source: Nielsen Market Intelligence June 2012 – June 2014

realestate.com.au values agent-related content

- New Services Partnership Program announced 1 July 2014
- 67% of potential vendors say the most stressful and difficult part of selling their house is finding the right agent*
- Developing new product 'Agent Profiles' that enables agents to promote brand to attract potential vendors
- Product has been built based on consumer and customer feedback
- The new services agreement recognises the value of content agents can provide to enrich our site
- Agency-related content includes agency profiles and sales results
- Agents who sign up to this program and fulfill content requirements will be rewarded with an appropriate payment



Source: REA Group Consumer Omnibus September 2013

realestate.com.au supports the Australian Real Estate Industry

We empower people by making property simple, efficient and stress-free.

REA delivers a market leading, world class experience for consumers:

- Award-winning sites and apps drive more audience and enquiry
- Neighbourhoods suburb profiles showcase local areas to attract more buyers
- Range of products and content across buy, sell, invest, rent, share, retire, renovate, build, develop.

REA continues to support the real estate industry, we:

- Only accept listings from licensed real estate agents
- Offer agent branding and profiling tools
- Reward agents for agency-related content (new)
- Invest in marketing events, sponsorships and agent education initiatives
- Maximise quality leads to agents through partnerships with News Corp Australia, ninemsn, Yahoo7 and our new partnership with APN
- Deliver access to Chinese buyers through our development of myfun.com and partnership with soufun.com



Disclaimer

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