



**Rent.com.au Limited**  
**ASX Small and Mid-Cap Conference**  
**September 2021**



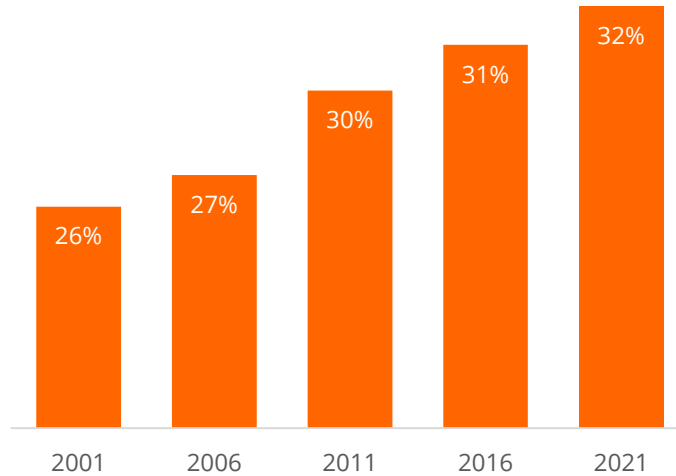
The background of the entire image is a large, dense crowd of people at what appears to be a concert or festival at night. Many people have their arms raised, some making hand gestures. The lighting is dim, with some bright spots from stage lights visible in the background. The overall mood is energetic and celebratory.

At Rent, we believe Australia's renters deserve better.

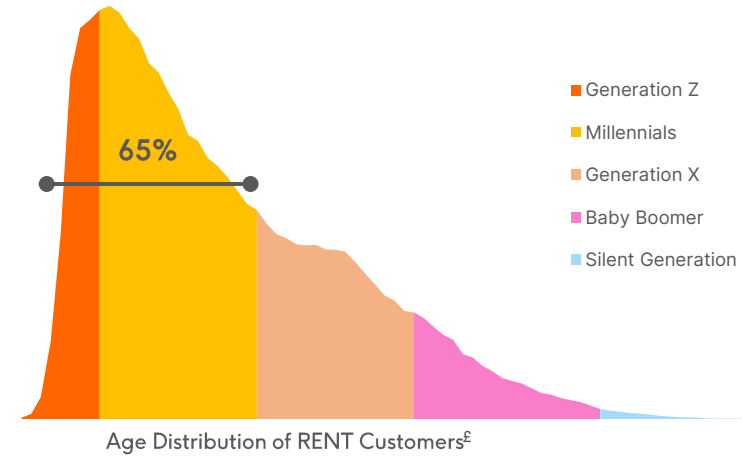
That's why we're using technology to reimagine every part of the renting journey from finding a house to paying the rent.

# Renting's a big and growing market

It's growing rapidly



and dominated by young, tech savvy people



~80k

Properties  
rented per  
month

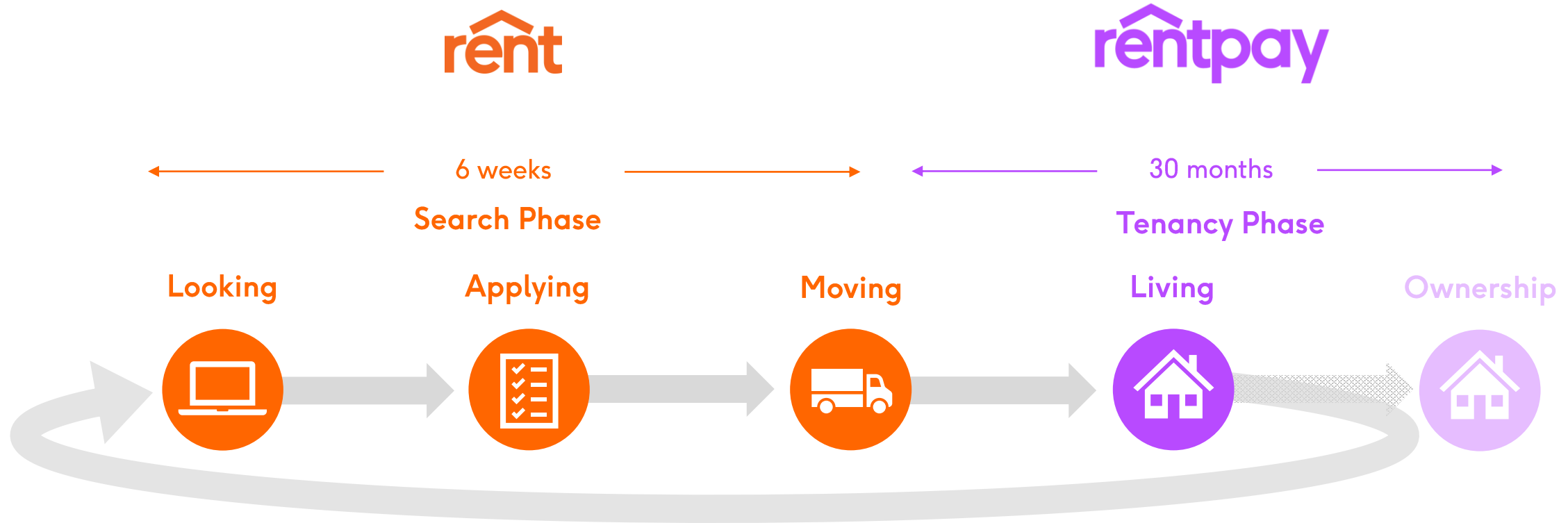
>2.5m

Renting  
households in  
Australia

>\$55bn

of rent paid by  
renters each  
year

# We serve renters throughout their renting journey



- Established large industry portal (profitable, growing)
- Designed for renters looking for a new home
- Renter focus (tools, products, services)

- New Payments Platform (just released)
- Designed for all renters
- Renter focus (tools, products, services)

# Delivering on our purpose drives strong performance



#1

Customer Rated  
Real-Estate App



37,000

Renter Products Sold  
(+36%)



274,000

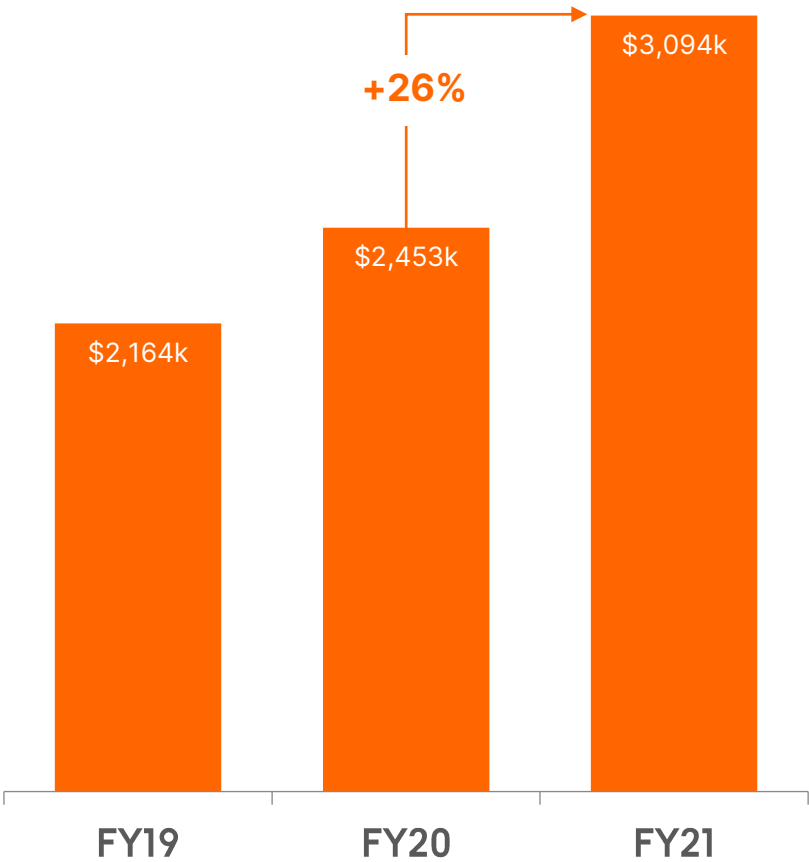
New Renter Resumes  
(+9%)



>1 million

Enquiries & Applications  
(+25%)

RNT Group Revenue



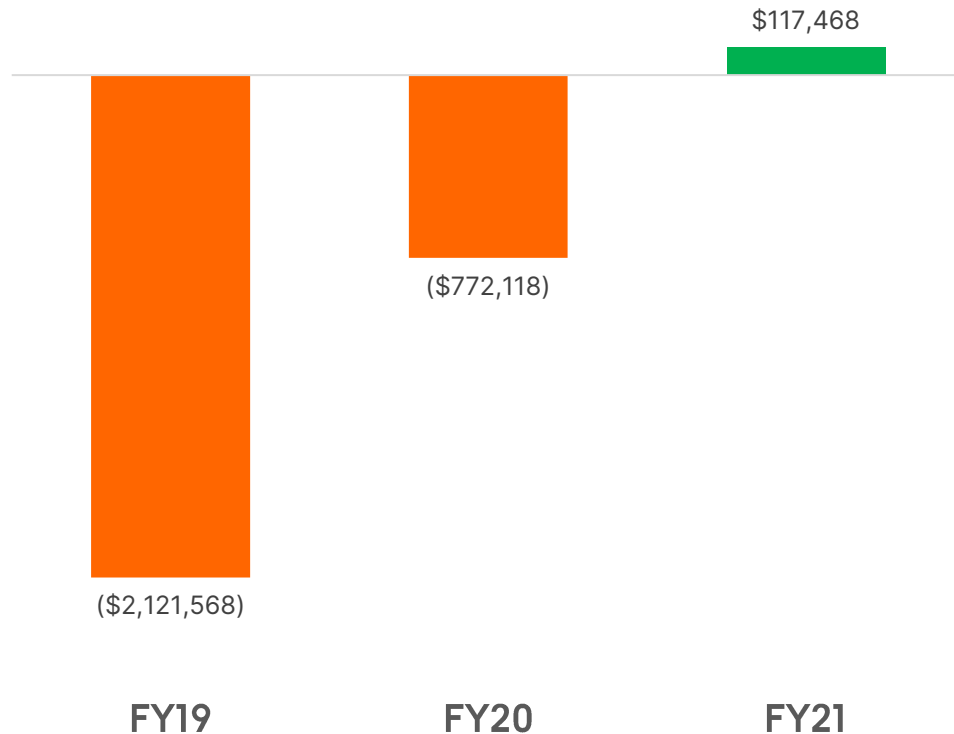
FY21 = strongest set of results since listing



# Our rent.com.au platform is healthy and profitable



RNT EBITDA FROM SEARCH†



Further profit growth expected from:

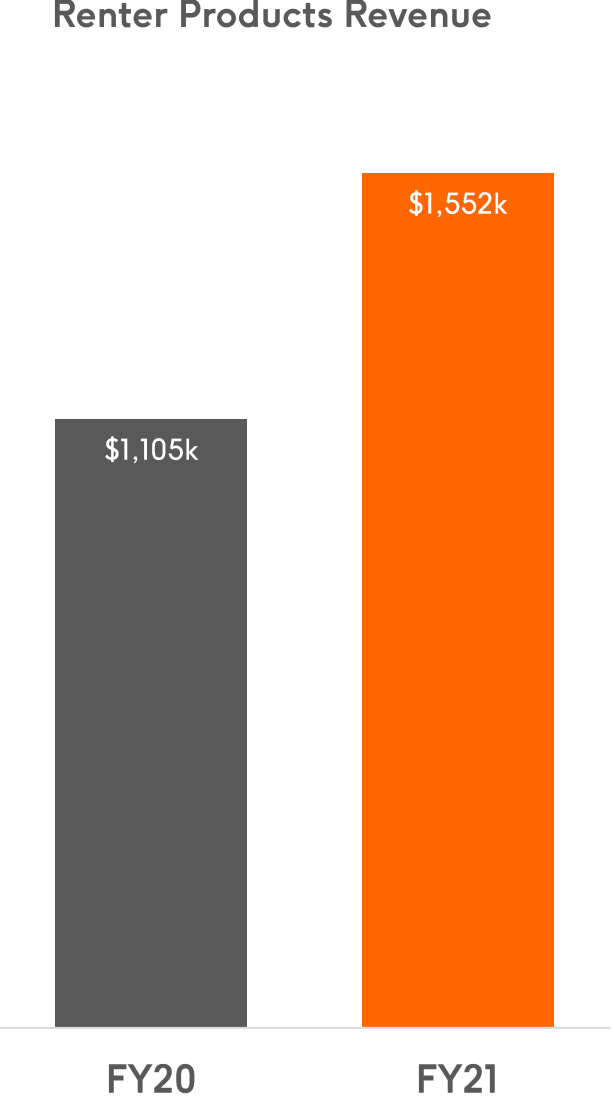
- Further customer experience and feature improvements
- Targeting expanded product suite through additional partnerships (e.g. telco, finance)
- Advertising revenue growth (>60% of FY21 revenue already contracted for FY22)
- Ongoing focus on efficiency to improve profit margins

† Group EBITDA excluding RentPay business unit

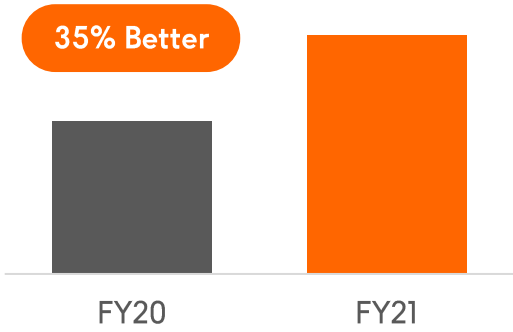
# AGL partnership drives Renter Products Revenue



Renter Products Revenue

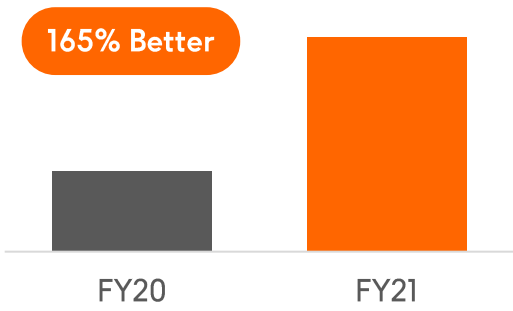


rent check



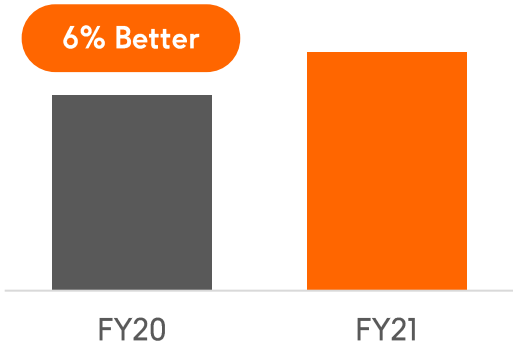
Product innovations and more competitive rental market have driven increased take up of the product.

rent connect



AGL partnership commenced mid-way through FY2020 – now driving ~10% of AGL national net additions  
Compelling offer and well-worked integration have driven adoption.

rent bond



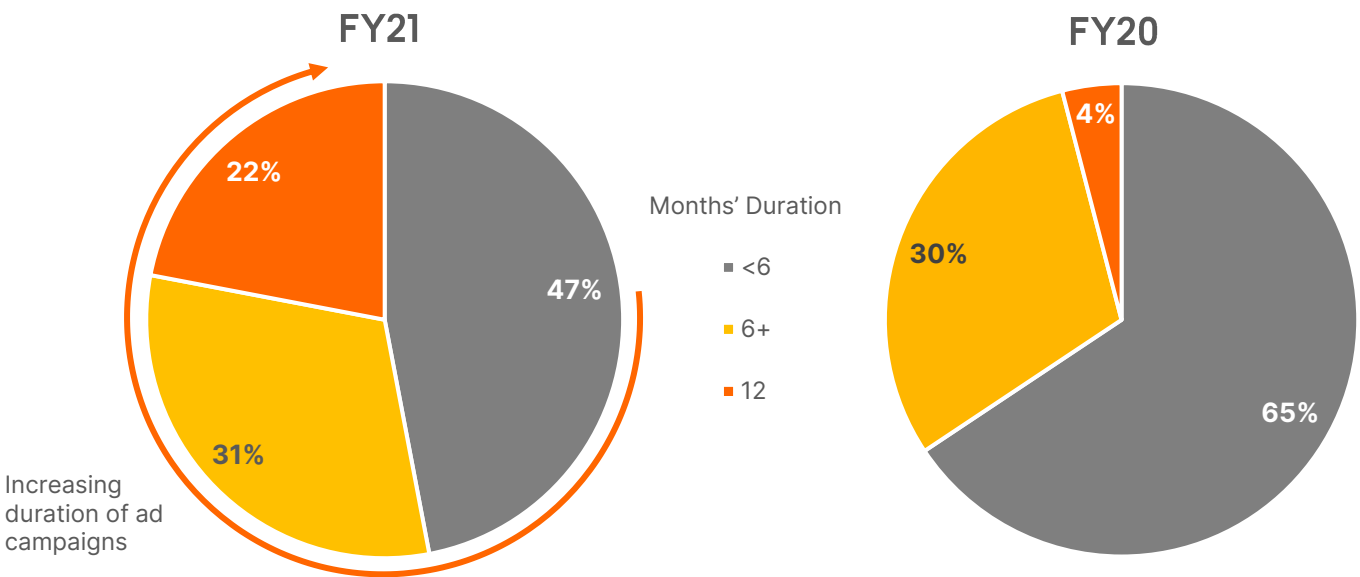
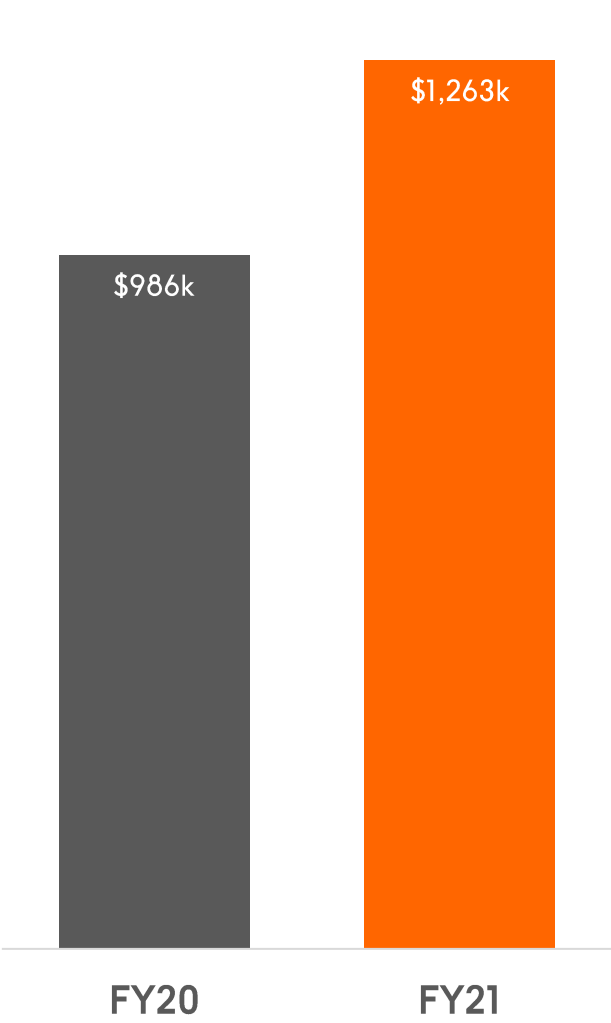
Government stimulus and lockdowns impacting demand.  
Process improvements have driven increased conversion rates.



# Advertisers are getting results, spending more



Advertising Sales Revenue



- Focus on customer conversions delivers results for advertisers = more repeat business and longer commitments
- Already over 60% of FY21 revenue (i.e. \$900k) has been pre-contracted for FY22
- Improved UX and new advertiser products will drive further growth

# The next step is to disrupt the tenancy period



All renters need to pay their rent, making RentPay relevant to over 2.5 million (mainly millennial) households in Australia who collectively pay more than \$1 billion in rent each week – week in, week out.

Yet they aren't catered for by a market oriented towards agent & landlord needs

**#1**

money is the leading source of millennial stress

**70%**

of people are anxious about their energy bill

**68%**

regularly use their smartphone for banking

# Starting with rental payments

## Renters are able to

- Pay what they want
- Pay when they want
- Be recognised
- Be in control

## Agents/LLs receive

- The right amount
- At the right time
- New revenue lines
- Reconciliation tools



### Take control of your rent

Fund your secure digital wallet and build up your money until rent day.



### Plan and manage payments

Choose when and how much, and even match rent day to payday.



### Get recognised for being a good renter

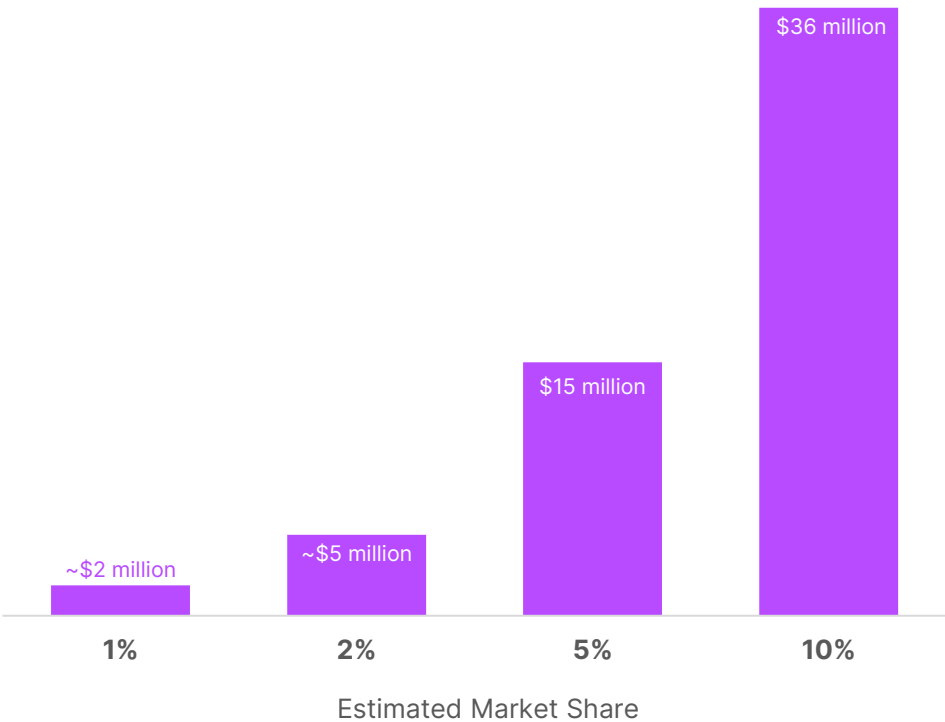
Build your credit score with Scorebuilder and access emergency funds if you need them.

# The opportunity is significant



- Market changing payment solution
- Natural marketing channel in rent.com.au
- Purpose-led, making renting more rewarding
- Compounding annuity income streams
- Significant expansion options (products, partners, geographies)

Potential Annual RentPay Revenues at Various ARPU's & Market Share†



Estimated Market Share	1%	2%	5%	10%
Customers	25,000	50,000	125,000	250,000
Bundled ARPU <sup>£</sup> (Monthly)	\$6.00	\$8.00	\$10.00	\$12.00
Monthly Revenue	\$150,000	\$400,000	\$1,250,000	\$3,000,000

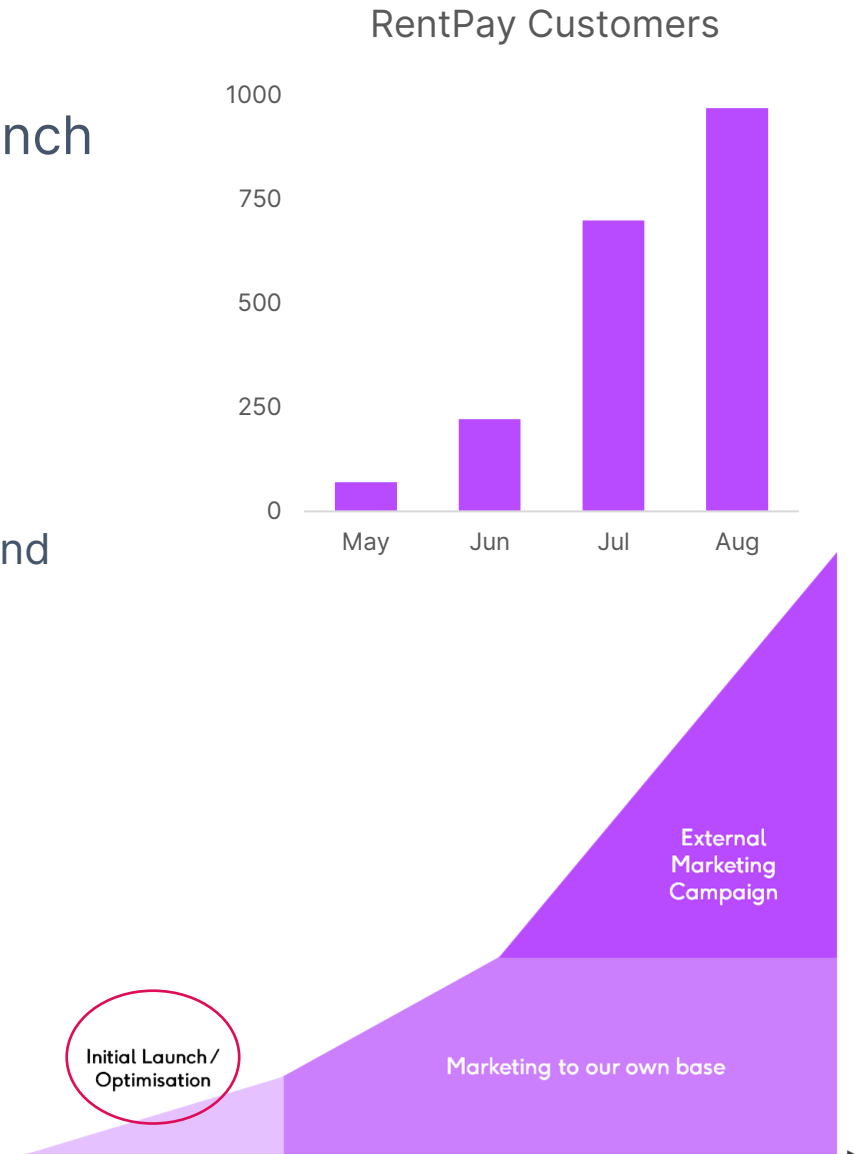
† Not a forecast. Rent.com.au indicative estimates based different Average Revenue Per User (ARPU) per month @ different market shares. Market share estimated as target customer number divided by 2.5m rental households.



# We're handling \$millions in rent each month



- More than 700 paying customers within 90 days of launch
- Average wallet balance of \$500
- In optimisation phase prior to expanded marketing:
  - Initially to rent.com.au database of >1 million Renter Resumes and 700k monthly unique visitors
  - Then more significant branding campaign, planning for which is underway following recruitment of GM Marketing
- Early interest from real estate agents presents further opportunities for growth



# Platform for services, continuous expansion



- Partner discussions underway to expand services and benefits to renters
  - Utilities – more than 40% of customers want to align their gas/electric payments with their rent
  - Mortgage – building on from our “first in market” Scorebuilder product, have your rent contribute to and provide an advantage for a future mortgage (align the customer to a provider before they start looking)
  - BNPL – rent is a regular core (compulsory) cost for our customers, what if this spend triggered a regular benefit/reward to a particular discretionary payment platform, would it preference usage/adoption?
  - Insurances – renters (especially younger renters) are one of the most under-insured segments in the market. Ongoing payment relationship simplifies bundling opportunities.

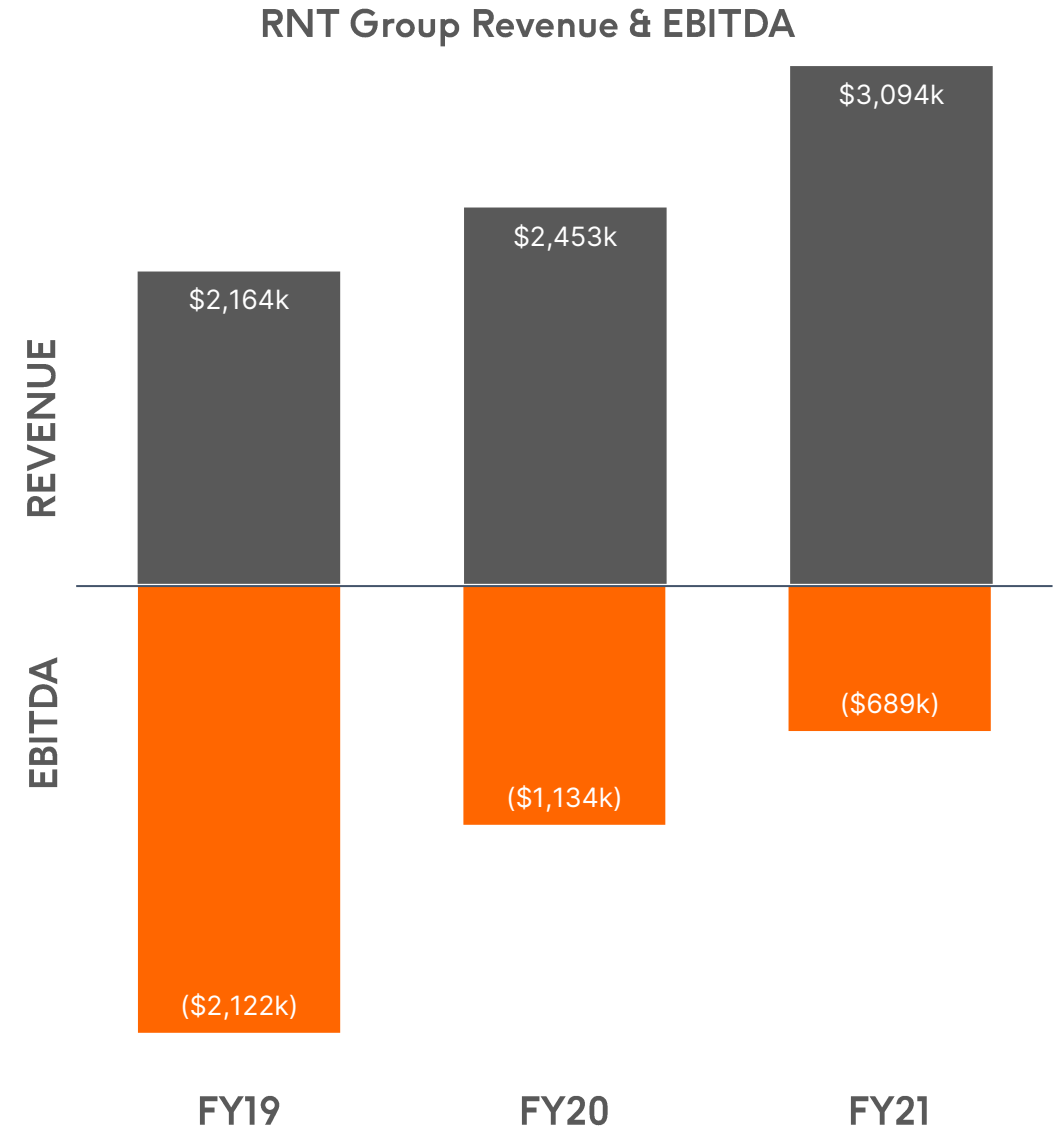
RentPay builds on our existing relationship with our customers – importantly, it moves it from periodic to “always on” – greatly enhancing our opportunities to provide additional value

# Financial Results & Outlook

# Financial Results FY21



RNT Group	FY21 \$'000	FY20 \$'000	% Change
Renter Products <sup>†</sup>	1,552	1,105	+40%
Advertising Sales	1,263	986	+28%
Other Revenue	279	362	(23%)
<b>Total Revenue</b>	<b>3,094</b>	<b>2,453</b>	<b>+26%</b>
Cost of Sales	(1,268)	(933)	+36%
<b>Gross Margin</b>	<b>1,826</b>	<b>1,520</b>	<b>+20%</b>
Gross Margin %	59%	62%	
Operating Costs	(2,515)	(2,653)	(5%)
<b>EBITDA</b>	<b>(689)</b>	<b>(1,134)</b>	<b>(39%)</b>



<sup>†</sup> Source: rental payments revenue was previously included in Renter Products prior to October 2019. Now included in Other. Comparatives restated to reflect LFL.



- Core RENT search business profitable each quarter of FY21, a major achievement
- We continue to invest in the development and growth of RentPay
- Marketing activity expanded ahead of a much larger-scale campaign
- Expecting growth across both Rent.com.au and RentPay businesses
- Increased profile is facilitating partner discussions (utilities, mortgages, insurance)
- Exploring opportunities (M&A) to extend reach or capability

# Appendices

# Corporate Information



## Financial information

Share price (1 September 2021) \$0.100

Ordinary shares on issue 398.2m

**Market capitalisation \$39.8m**

Cash on hand (1 September 2021) \$2.2m

Enterprise Value \$37.6m

Other	Exercise	Vest	Expiry	Number
Options (CEO)	\$0.25 - \$0.50	vested	Sep-21	3,750,000
Remuneration Rights (CEO, COO)		Jun-22	Jul-22	333,333
Options (Directors)	\$0.10 - \$0.15	Nov-23	Nov-25	7,200,000
Option (Novatti)	VWAP	vested	Feb-22	~3,001,200
Performance Rights (LTI)		Jun-23	Jul-23	13,500,000

## Top shareholders

%

Bevan Slattery (new holder 2021) 10.1%

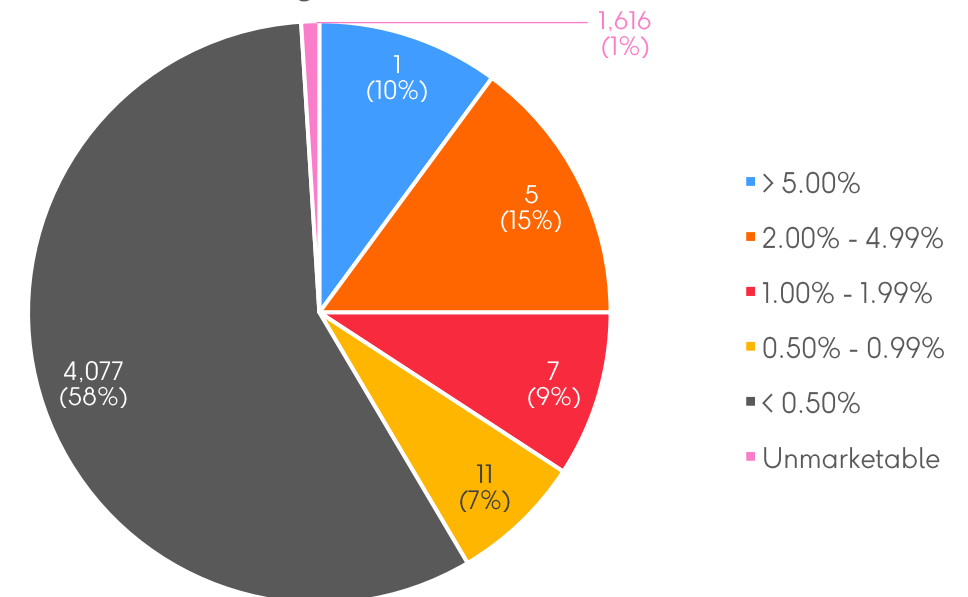
Greg Bader (CEO – holder since 2016) 4.8%

John Wood (Director – holder pre-IPO) 3.9%

Mark Needham (HNW – holder since 2016) 2.5%

Garry Garside (Director – holder pre-IPO) 2.2%

## Shareholding Distribution



# Experienced Board of Directors

**Garry Garside**



**Non-Executive Chairman**

- Experienced property developer and investor
- Founded Prime Health Group before merging it with Westpoint Healthcare to form Endeavour Healthcare
- MBA (University of WA)

**Sam McDonagh**



**Non-Executive Director**

- 20+ years experience in senior management roles including Airbnb, eBay and iiNet
- Non-Executive Director of TicToc Homeloans
- Chartered Accountant and experienced marketer

**Phil Warren**



**Non-Executive Director**

- 20+ years in corporate/advisory roles with ASX listed companies
- Managing Director of corporate advisory firm Grange Consulting, Chartered Accountant
- Non-Executive Director of Family Zone Cyber Safety Ltd and Anax Metals Ltd

**John Wood**



**Non-Executive Director**

- Extensive experience in retail, property, sales and marketing, business management and tourism
- Founder & National Acquisitions Manager of National Lifestyle Villages
- Former Rothwell's Young Entrepreneur Award winner



# Skilled Management Team

**Greg Bader**



## **Chief Executive Officer**

- 20+ years proven success as a senior executive in rapidly growing technology businesses
- Former senior executive at iiNet, where he grew business services revenue to over \$200m
- MSc/MBA (Murdoch University)

**Jan Ferreira**



## **Chief Operating Officer / Chief Financial Officer**

- 20+ years in senior roles across rapidly growing ASX-listed finance and technology businesses
- Operational experience in leading consumer lending, sales and customer care teams
- CPA (Australia), Chartered Management Accountant (UK)

**Hayley Parker**



## **General Manager - Marketing**

- Seasoned strategic marketing leader building strong brands including Chase Bank, J.P. Morgan, eToro, NAB and Kmart
- Award winning strategy director at Droga5 in New York
- BCom / BA – Marketing, Management, Psychology (UWA)

**Lee Swanson**



## **Head of Development**

- 20+ years experience in software development, across number of industries including marketing and finance.
- While with Commonwealth Bank, led design and development of financial systems including loan application processing, internet banking and mobile banking applications.

**Sandra Antipas**



## **Head of Customer Service**

- 20+ years experience leading customer facing teams in technology and finance businesses
- Previous an Operations Manager with ASX-listed businesses ThinkSmart and Flexigroup (now Humm ASX.HUM)
- Sandra is committed to providing amazing Customer Service experiences to the renting community

The logo features the word "rent" in a bold, lowercase, sans-serif font. Above the letter "e" is a white icon of a house roof, consisting of two slanted lines meeting at a peak.

rent

made for renters