

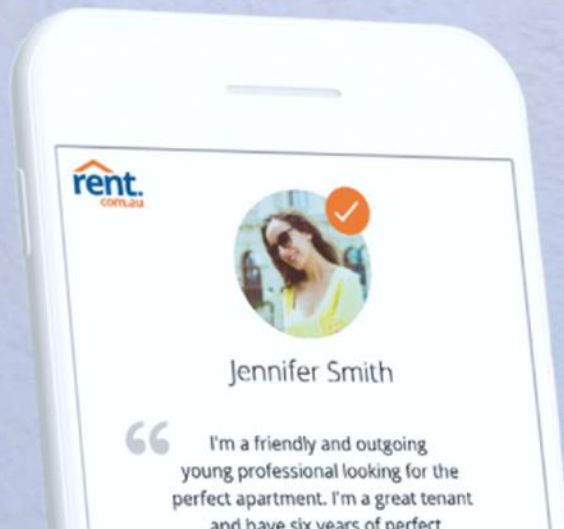


2018 AGM – CEO Presentation

[Search](#)

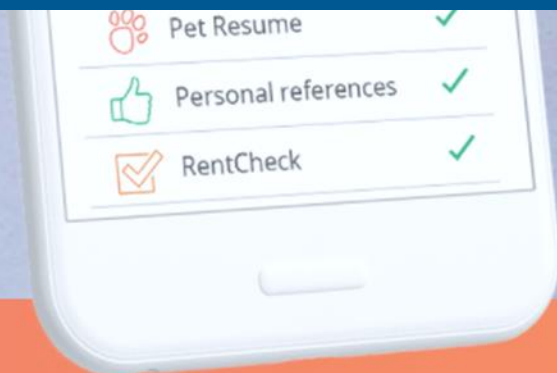
RNT has put in place key stepping stones to deliver shareholder value

- The market leading site focused on renters, delivering the best experience, features and information available (organic traffic to site now well above 50%)
- iOS and Android apps launched, performing well and opening up greater engaged audience (significantly outperforms web in Renter Resume creation)
- Acquisition of RentPay extends influence and relevance into the tenancy period and is the platform for further product development (e.g. property manager software)
- Scalable technology platform enables extension of business model across adjacent sectors



Our Market

"More than 30% of our community rent, we need to lose the stigma and realise that for many – renting is a logical and practical choice."



Renters are a significant and growing market force

Quick Stats



\$60bn

annual rent paid[‡]



85,000

homes rented monthly^{*}



+30%

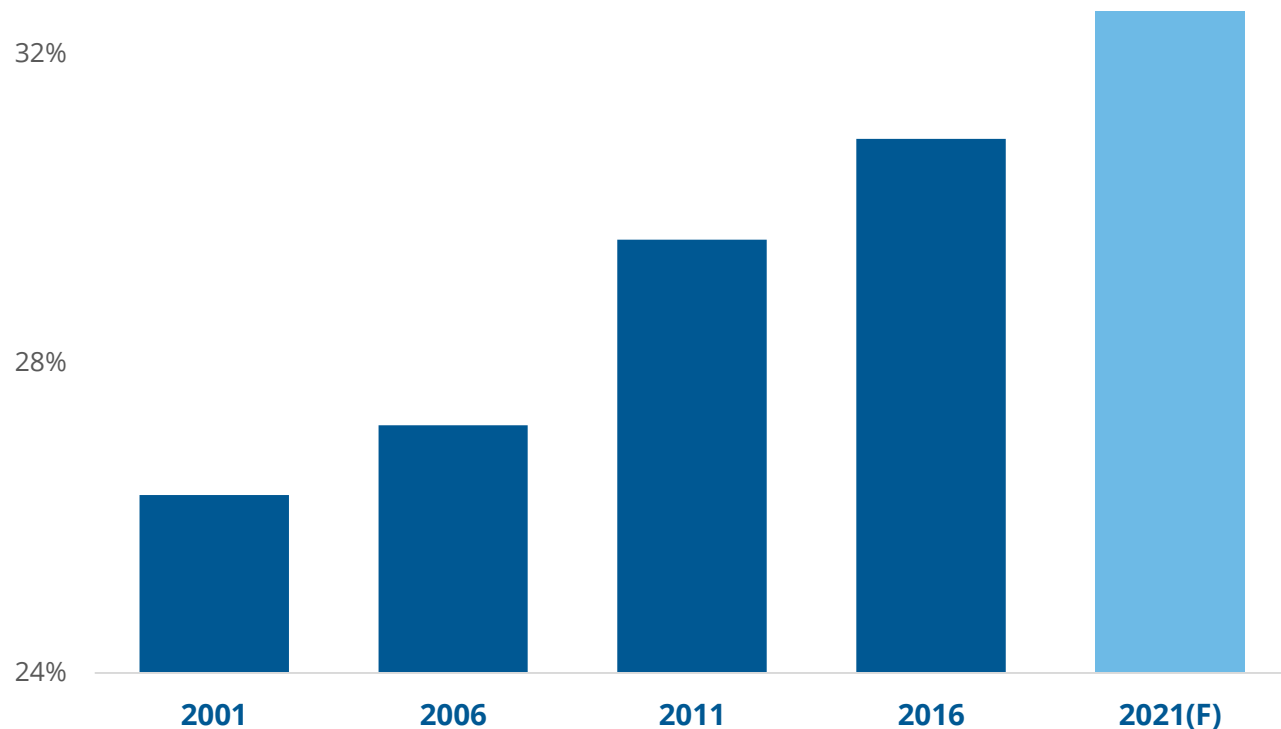
of Australians rent their home[£]



2 million

investment property owners[†]

Growing % of Renters in Australia[£]



[‡] RNT estimate based on ABS and RNT data;

[£] ABS Statistics and RNT estimate (2021);

^{*} RNT estimate based on number of bonds lodged in QLD, VIC, NSW and SA

[†] ATO Data

and it's a subject that is topical



Fair
Trading

New residential tenancy laws

The NSW Parliament has passed the Residential Tenancies Amendment (Review) Bill 2018.

Parliament has passed a series of amendments to the *Residential Tenancies Act 2010*, which are designed to increase protection and certainty for renters, while ensuring that landlords can protect their investment and effectively manage their properties.

October 18

9 NEWS

Renting for life is becoming Melbourne's new normal — but is the law keeping up?

October 18

**FINANCIAL
REVIEW**

Sydney rental reversal: falling rents, rising vacancies as landlords hang on

August 18

**Sydney
Morning
Herald**

Are you better off selling your home and going back to renting?

October 18

THE AUSTRALIAN 🇦🇺

Victoria backs build-to-rent

September 18

**The Canberra
Times**

Pressure mounts in the ACT over tenancy laws

October 18



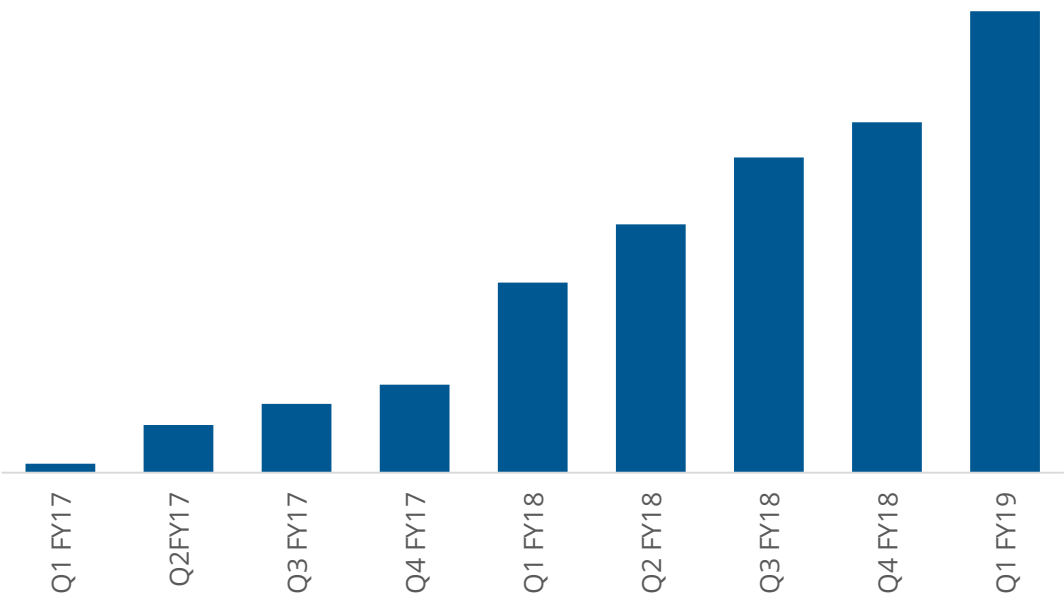
SBS NEWS

Vic rent reforms finally go to parliament

October 18

Our voice is being heard and recognised

Rent Blog - Page Views (QTR)



Our Blog and Newsletters are an integral part of our Brand/PR strategy. Record page views last month accounting for nearly 10% of overall site traffic.

VIC.GOV.AU

Long-term leasing

Making long-term leasing a real option for Victorians

Many Victorians want the certainty of a longer term lease. And despite short leases being the norm in Victoria, more than one in five renters have been in their home for longer than five years.

To give renters greater security, we will make available a new optional long-term lease agreement for landlords and tenants wishing to enter into arrangements of more than five years.

Additionally, we will expand the scope of the Residential Tenancies Act to give people who enter into longer leases the same protections as those with shorter leases

INDUSTRY NEWS

Logical leasing

MORE residents are looking to rent as a deliberate and practical choice, new research suggests.

Rental property website Rent.com.au, together with the Tenants' Union of New South Wales, has used International Tenants' Day to emphasise a need to de-stigmatise renting, as more Australians choose to rent, not out of necessity but as a logical choice.

Rent.com.au chief executive officer Greg Bader said the country's rental sector has changed and will continue to change over time.

"Today our average renter is younger, more

Working with Government and Industry groups

Lease Length (months)	Application (what I wanted)	Lease Term (what I got)
<12	13%	9%
12	68%	86%
12+	19%	5%

Commentary on the industry is crowded/noisy, our voice needs to stand out



Our Business

"We're working with our customers to increase the recognition of renters and to make the entire renting process better."



We're focused on the renter

Australia's #1 website dedicated to rental property.

Our rental only positioning allows rent.com.au to legitimately advocate for renting and renters - making the process of renting easier, more rewarding and more enjoyable for millions of renters.

Our Philosophy



Renters in Suits

Our renters will always be presented to agents and landlords in a way that maximises their chances of getting the home they want



Properties on Pedestals

We present our properties with additional, relevant information that makes the process easier for renters



Flick the Forms

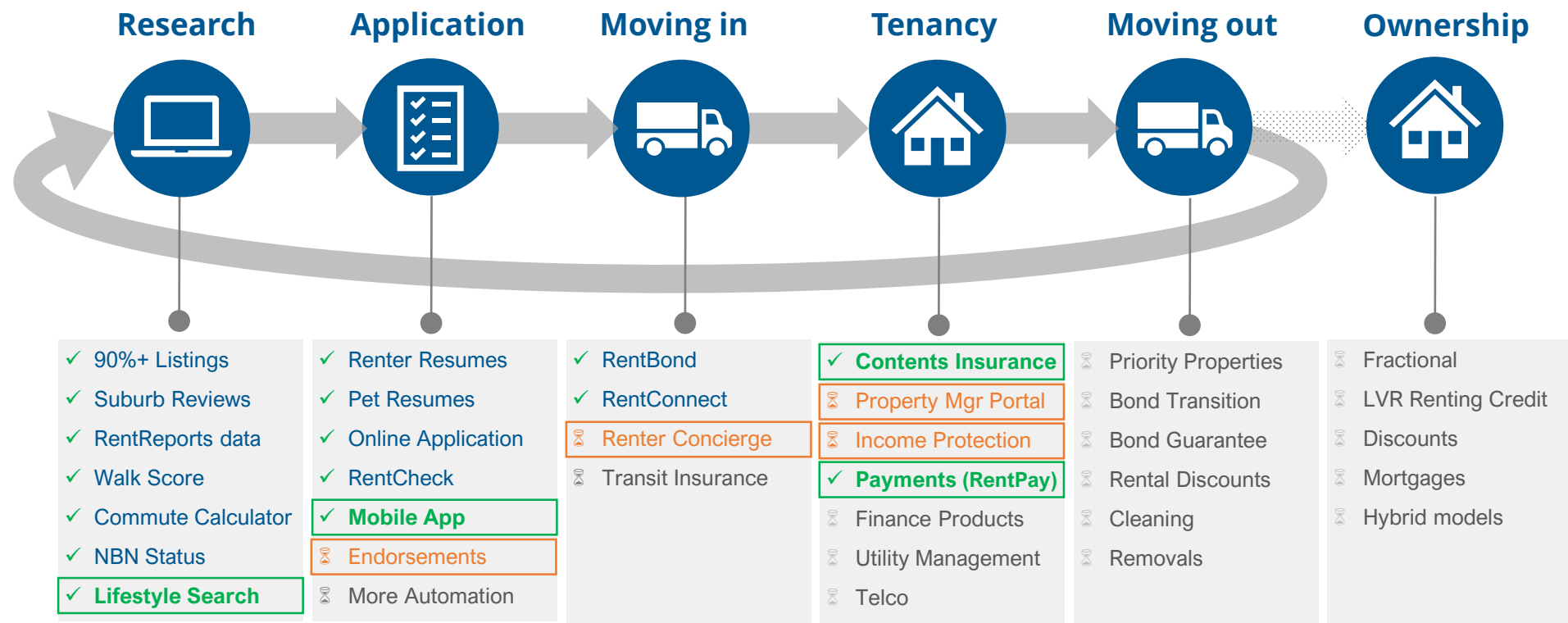
Let's automate where we can. We are removing the need for most of the paperwork to help save our renters time and effort



Home for Renters

We are fast becoming the default destination for renters, by adding value and not expecting reward for no effort

We're delivering on our promise

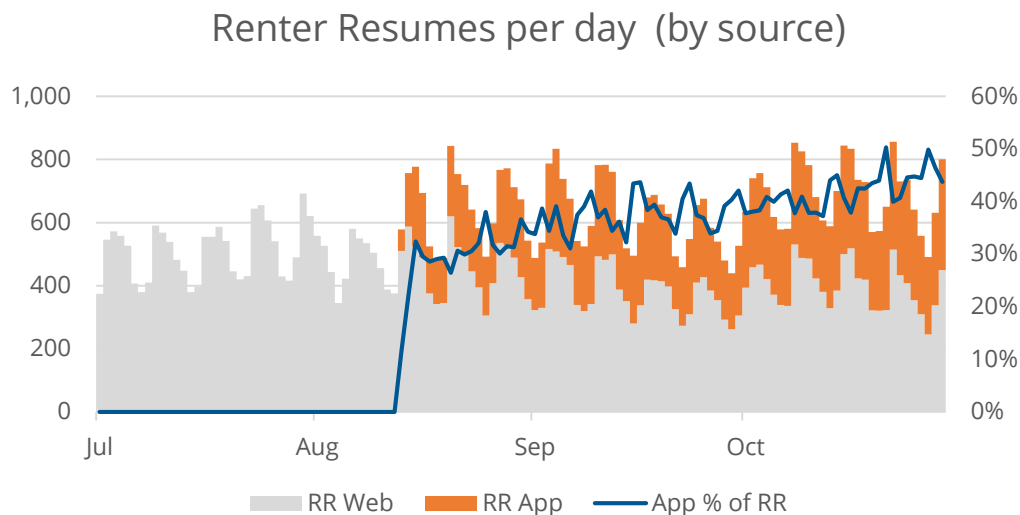
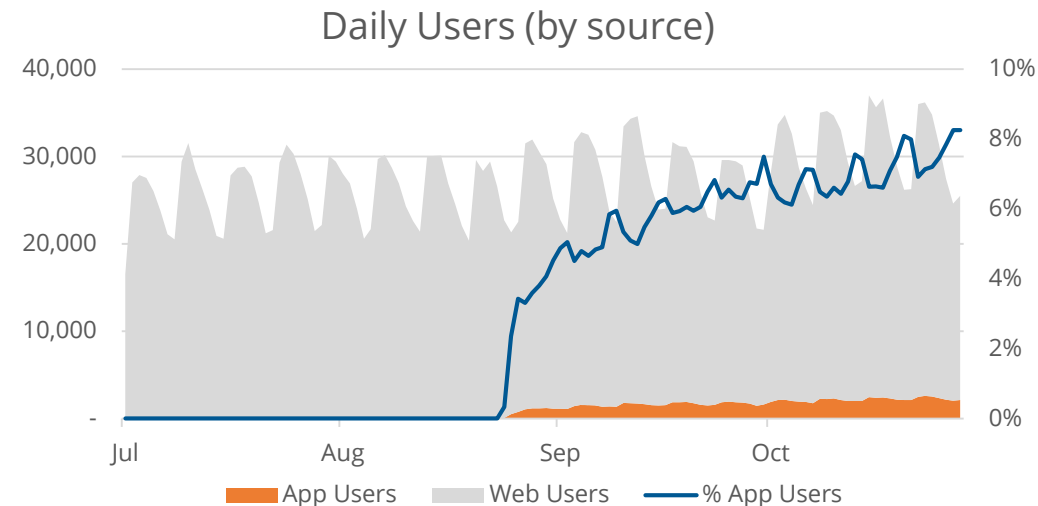


Recent Releases

In Development

A deliberate strategy to maintain relevance into the tenancy period

Very positive early signs for our new App



	realestate.com.au Pty Ltd realestate.com.au - Property ★★★★★ (347)	2
	Fairfax Digital Australia & New Zealand Pty Limited Domain Real Estate & Property ★★★★★ (19)	6
	Rent.com.au Rent.com.au - Rental Property ★★★★★ (1)	23
	All Homes Pty Ltd Allhomes Real Estate ★★★★★ (65)	101
	realestateview.com.au Ltd view.com.au - Real Estate ★★★★★ (23)	108
	REIWA reiwa.com Real Estate/Property ★★★★★ (2)	126
	onthehouse.com.au Onthehouse.com.au Property Values ★★★★★ (177)	129






29th Oct 2018 (Apple/AU/Lifestyle)

	realestate.com.au realestate.com.au - Buy, Rent & Sell Property ★★★★★ (15,798)	1
	Domain Holdings Australia Domain Real Estate & Property ★★★★★ (20,173)	2
	Rent.com.au (Operations) PTY LTD Rent.com.au - Rental Property ★★★★★ (43)	4
	Real Estate Institute of Western Australia (Inc.) reiwa.com - Real Estate & Property ★★★★★ (18)	11
	Domain Holdings Australia Allhomes Real Estate & Property ★★★★★ (884)	15
	onthehouse.com.au Property Value Search ★★★★★ (642)	n/a
	realestateVIEW.com.au view.com.au - Buy, Rent or Research Real Estate ★★★★★ (216)	n/a

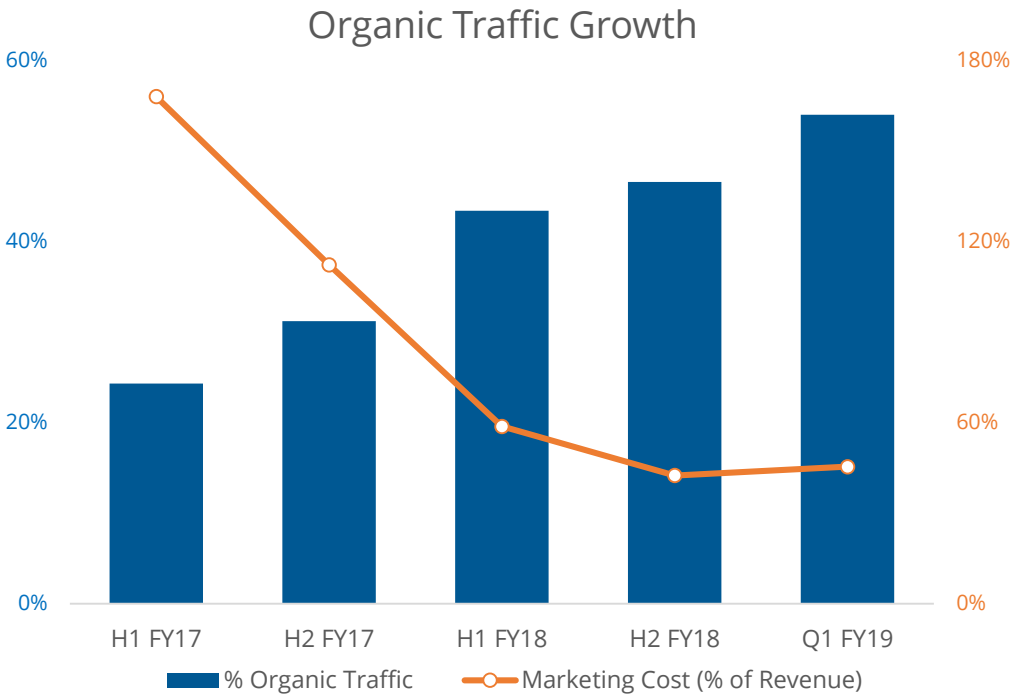
30th Oct 2018 (Google/AU/House & Home)

App accounts for less than 10% of users but 45% of Renter Resumes = great opportunity

and our Website continues to improve

Company	Av. Visitor Duration	Pages per Visit	Bounce Rate
 realestate.com.au <small>Australia lives here</small>	7:36	7.85	37.3%
	5:40	6.39	43%
	4:46	5.01	52.6%
 allhomes <small>Part of the Domain group</small>	4:04	5.07	50.5%
 realestateview.com.au	2:46	2.9	37.26

Our site metrics show that we perform well against our peers.



We are maintaining our focus on generating traffic from non paid sources, last month was a new record for the business with 57% organic traffic

We are a significant portal in the market, growing in influence

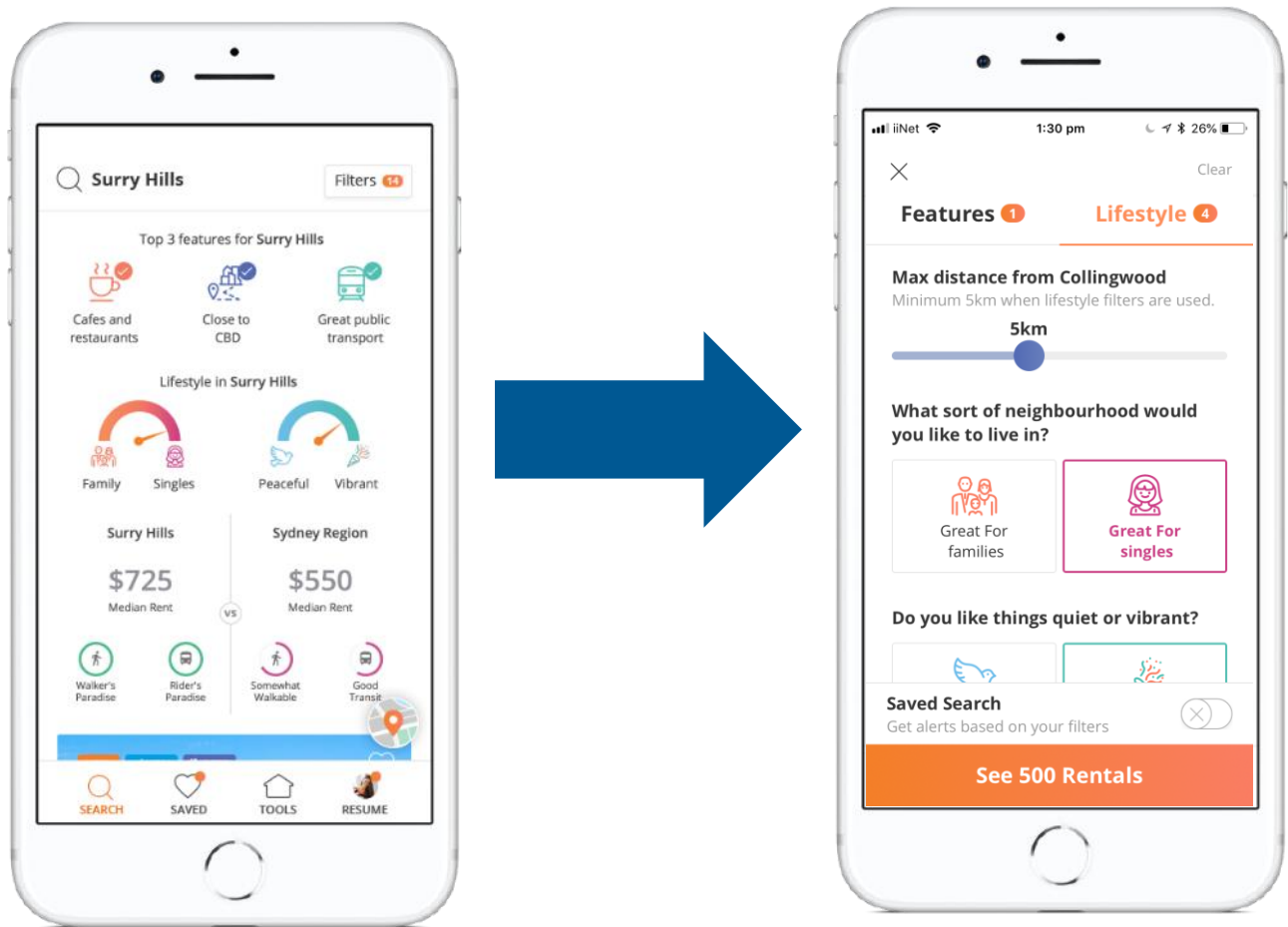
*SimilarWeb Website Analytics, Oct 2018)

Suburb Review Database – extending functionality

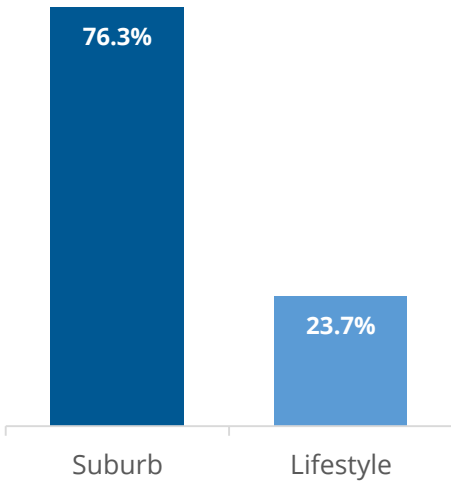
Already one of Australia’s most comprehensive databases of “real time” user generated lifestyle ratings for our suburbs, continues to grow and now powers our lifestyle search

Suburb Reviews

Now a year old:
6,900 Suburbs
reviewed by
120,000 Renters
across
586,000 Categories



October 2018 Property Searches in the App



Date	Task	Done?
Q4 FY18	Customer support brought in-house	✓
Q1 FY19	Website rebranded	✓
Q1 FY19	Technical support brought in-house	✓
Q2 FY19	Commence marketing to agents	
Q3 FY19	Integrated into the Rent App	
Q3 FY19	Integrated in Property Manager Portal	
Future	Enhancements e.g. bundling / finance	



Whether you're an agent or a renter, RentPay gives you hassle-free, automatic management of rental payments, with payment history and trust account reporting.

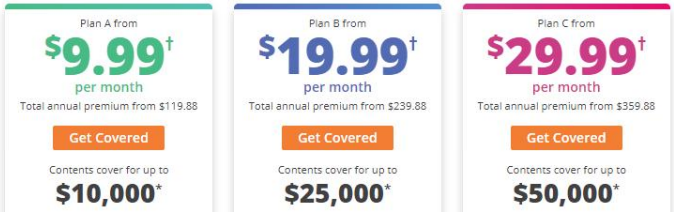
Renter's Contents Insurance

Simplifies contents insurance for renters with a truly market-leading price point.

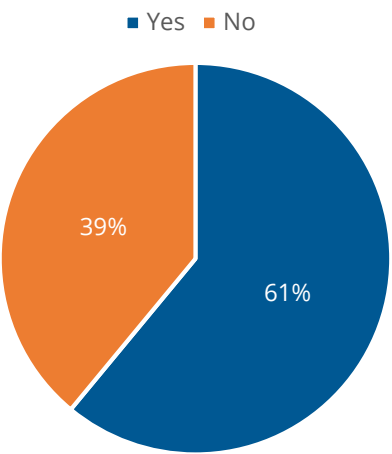
A slow/steady start in terms of sales – our first entry into a “tenancy” product, much to learn but considered a necessary step.



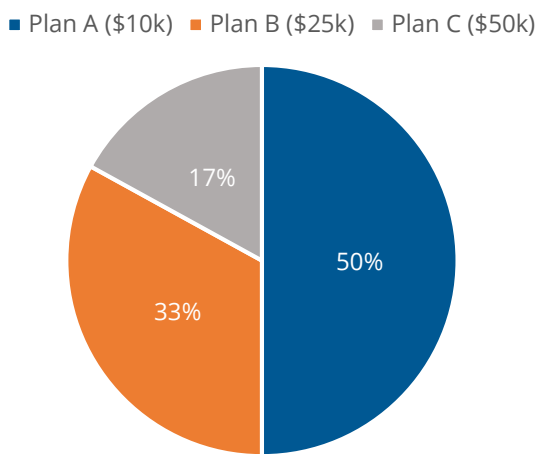
- 64%[†] of renters choose to upgrade to include optional out of home cover
- Average premium per user of \$16.64[†] per month



Out of Home Cover Option



Level of Cover Chosen



[†] Based on August-October 2018 sales data

A photograph of three young women outdoors, wearing straw hats and sunglasses, looking at a tablet computer. The scene is bright and sunny, with trees and a railing in the background. The image is split horizontally by a blue and white banner containing text.

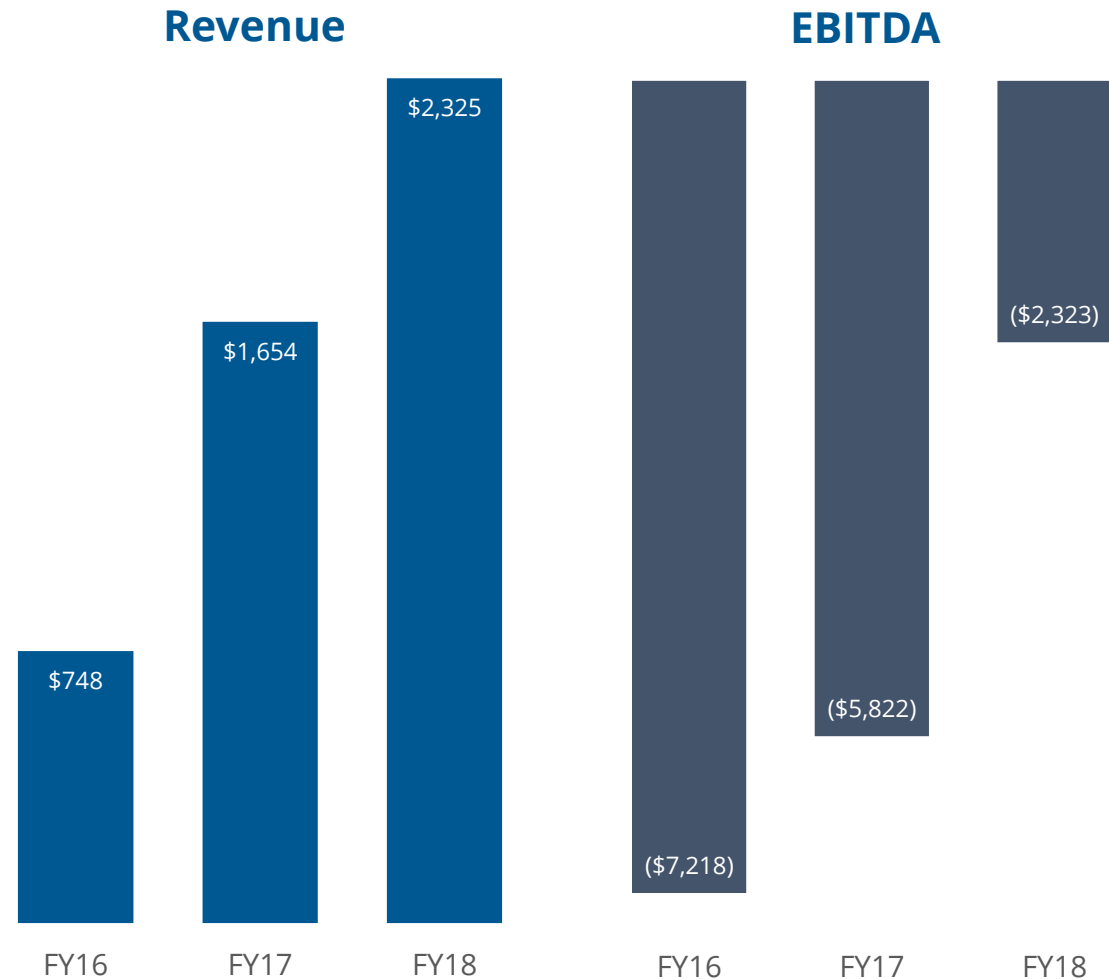
Our Results

"We continue to improve, delivering strong revenue growth and further cost improvements throughout the year."

FY18 Financial Results

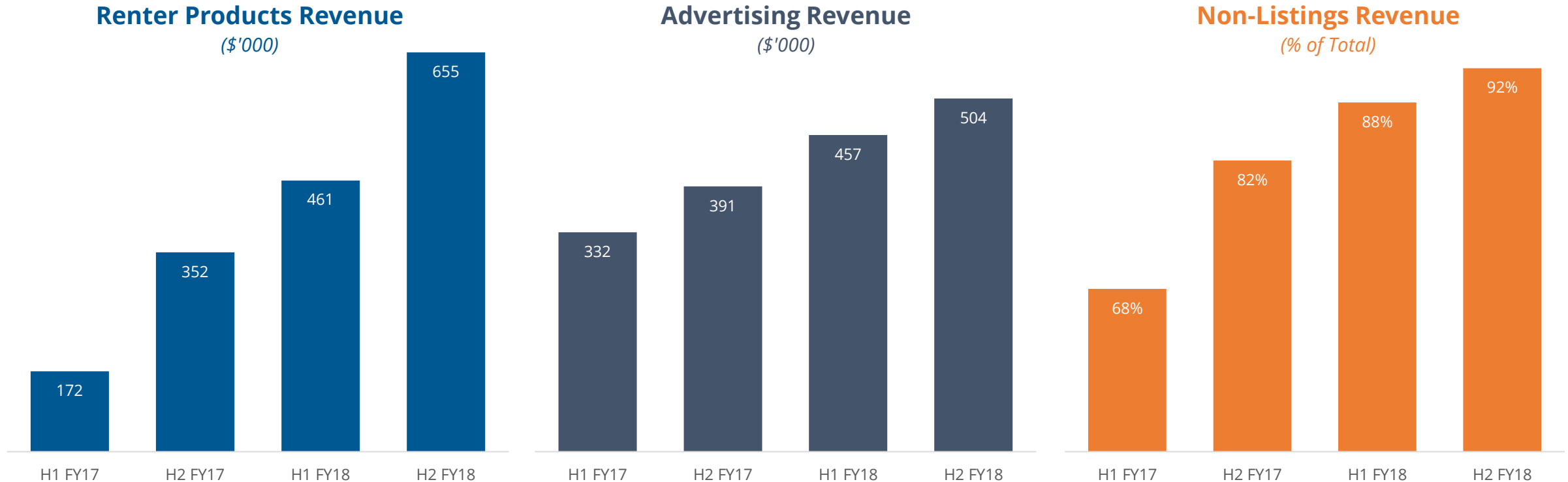
	FY18	FY17	
	\$'000	\$'000	Growth
Revenue	2,325	1,654	+41%
Gross Margin	767	(873)	+100%
Operating Costs	(3,090)	(4,949)	+38%
EBITDA	(2,323)	(5,822)	+60%

- Strong revenue growth, and
- Disciplined cost management
- Drive significant EBITDA improvement



First ever positive annual Gross Margin

FY18 Financial Results



- Overall revenue growth driven by growth in Renter Products revenue
- Advertising sales (non-core) a significant contributor to revenue growth
- Reliance on listing revenues further reduced – facilitates greater agent co-operation

“In-tenancy” annuity products to deliver next wave of growth



What's Next?

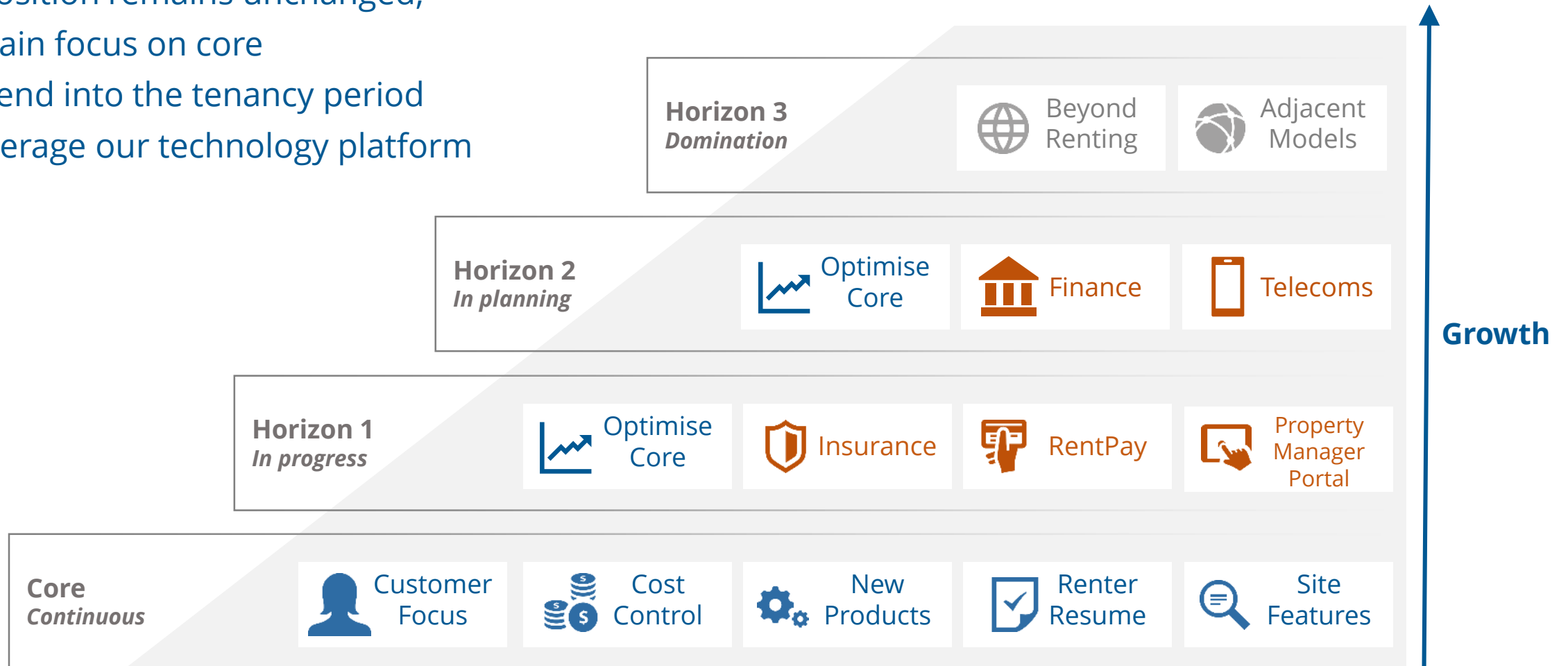
"Whilst we must remain focused on providing customers with the best possible search and find experience, our future lies in extending our service beyond the moving stage."



We must move beyond Search/Find

Our position remains unchanged;

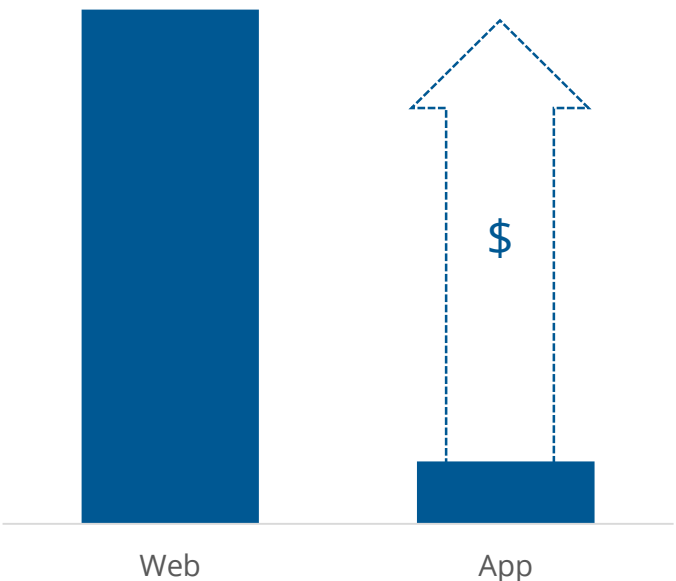
- Retain focus on core
- Extend into the tenancy period
- Leverage our technology platform



Maintaining growth/focus on the core business whilst developing new segments

Further growth to come from optimising the core

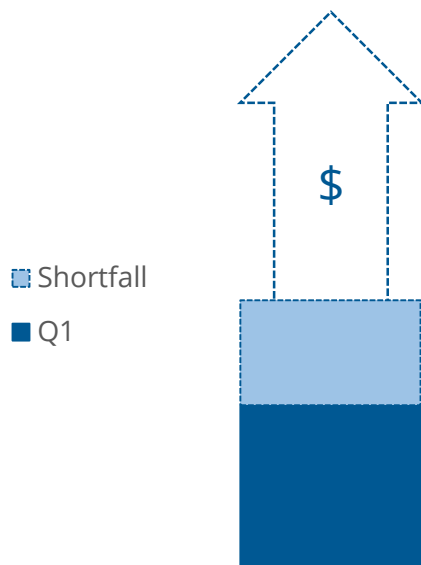
Product per Renter Resume



While product uptake per user is consistent across Web and App, there's an opportunity to leverage App users' greater adoption of Renter Resume to drive revenue

Despite the recent dip in ad sales, benchmarking with comparable sites indicates that we have the potential for significantly greater ad sales revenue

Advertising Sales



Core is crucial, it will fund us through BE, allows investment into growth areas

2019 is about assembling the pieces

The Tenancy period is a great opportunity for us to continue adding value for all our customers

Whilst we have many of the components in place, they need to be integrated into the lifecycle of renting

Renters

- App – Payments, Ledger, Alerts, Comms
- Finance – Smoothing, Loans, Balance
- Insurances – Contents, Rental Payments

Landlords/Agents

- Property management tools
- New revenue opportunities for Agents (PMaaS)
- Low Cost, Efficient

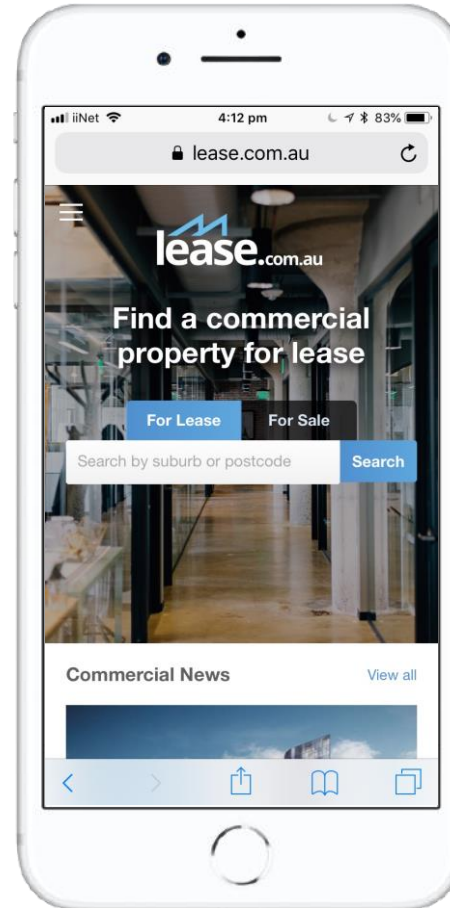


A different way of working with agents, “selectable” property manager services

Leveraging our position and our platforms

We have a world class technology platform, unique data sets and are increasing our influence in the industry

- Opportunities to expand into adjacent segments, low cost of entry for us
- Partnership models to increase the take-up of our datasets, increase organic traffic and/or additional revenues (Renter Resume, Lifestyle Database)
- 2019 is likely to see some industry consolidation, remain open to opportunistic acquisitions (RentPay) to accelerate our growth/capabilities



Beta version, this is a new site (no traffic, no listings), Site is now public allowing us to;

- Commence discussions with agents to display listings
- Optimise SEO/Advertising performance

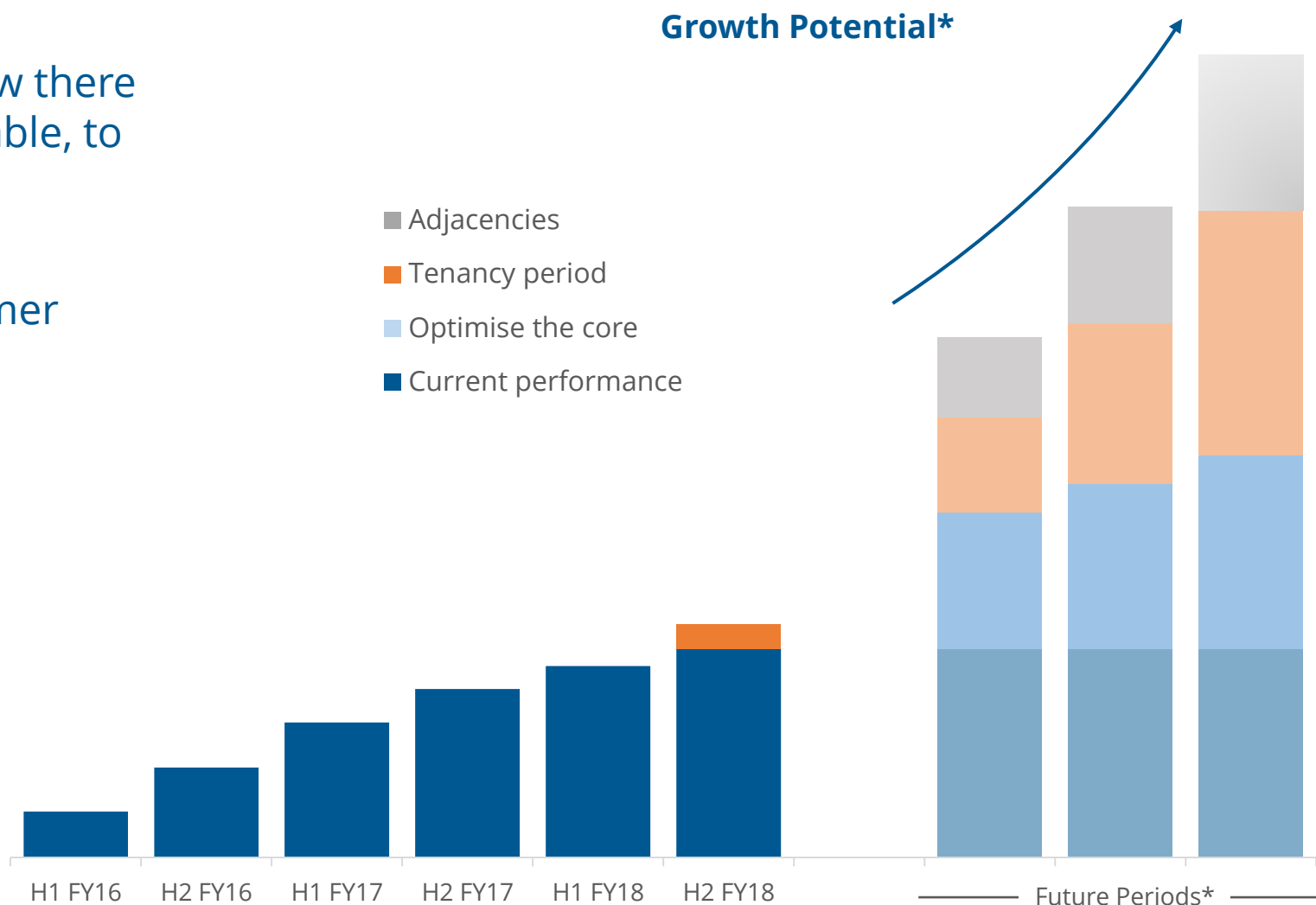
Lease.com.au will follow Rents “freemium” model and utilises the same technology platforms.

Next 2 years will see change in the Industry, we will be part of that

Delivering an influential, scalable business

What is truly exciting is that we know there are many more opportunities available, to capitalise on these we must;

- Maintain our focus on the customer
- Increase our core capabilities
- Remain agile



These additional opportunities compound the growth available to RNT



Appendices

Financial information	
Share price (26-Oct-18 close)	\$0.061
Shares on issue	236.3m
Market capitalisation	
Cash (30-Sep-18)	\$2.0m
Debt (30-Sep-18)	\$Nil
Enterprise value	
	\$12.4m

Shareholdings at Oct-18	Shares	%	Change*
Board & Management	31,698,297	13.4%	↑ 0.1
Other Top 30 Shareholders (non-Board & Management)	115,357,085	48.8%	↑ 3.1
Other Shareholders	89,283,927	37.8%	↓ (3.2)
	236,339,309	100.0%	

* Percentage points increase / (decrease) since June 2018

Greg Bader



Chief Executive Officer

- 20+ years experience as a senior executive with proven success in rapidly growing technology businesses
- Former senior executive at iiNet, where he grew business services revenue to over \$200m during his tenure

Garry Garside



Non-Executive Chairman

- Experienced property developer and investor
- Founded Prime Health Group before merging it with Westpoint Healthcare to form Endeavour Healthcare

Sam McDonagh



Non-Executive Director

- 20+ years experience in senior management roles
- Country Manager of Airbnb Australia/NZ, former GM South East Asia for eBay and Chief Sales & Marketing Officer for iiNet

Phil Warren



Non-Executive Director

- 20+ years in corporate/advisory roles with ASX listed companies
- Executive Director of corporate advisory firm Grange Consulting
- Non-Executive Director of Family Zone Cyber Safety Ltd (ASX: FZO)

John Wood



Non-Executive Director

- Extensive experience in retail, property, sales and marketing, business management and tourism
- Founder and General Manager (Sales) of National Lifestyle Villages

Sept 2018

(Quarter Snapshot)



1.6 million

Unique Visitors browsing
19.3 million pageviews



52,646

Renter Resumes created
(more than 570 per day)



72,000

Average rental listings active
~90% of national rental ads



192,324

Applications and Enquiries
on rental properties



6,500

Products purchased by
Renters to simplify moving



\$2.7m

Worth of rental bonds
financed through RentBond

A woman and a young boy are playing in a backyard. The woman is sitting on the grass, looking up and smiling, while the boy is standing next to her, also smiling. The background shows a house and some trees. The entire image is covered with a semi-transparent blue overlay.

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