



rent.  
com.au

# Market Update August 2020

(ASX:RNT)



## Our Purpose

We exist to make renting rewarding



## Our Vision

reimagining the renting experience to  
create Australia's most empowered  
rental community

# Rent.com.au at a glance

- Largest dedicated rental site, serves the 30% of Australians who rent
- Unique tools and services making it easier for people to find and secure a home
- #1 rated real-estate sector app in both Apple / Google stores
- Large, unique renter audience of more than 700,000 per month
- Over 860,000 Renter Resumes created to date
- Record financial year results for both Revenue and EBITDA
- Development well underway for RentPay, extending RNT's services beyond the search phase

## July 2020 Snapshot



756,000

Unique Visitors browsing  
9.7 million pageviews



23,700

Renter Resumes created  
(more than 760 per day)



8,624

Products opted into by  
Renters to simplify moving



73%

of visitors to the site/app  
from non-paid sources



83,000

Applications and Enquiries  
on rental properties

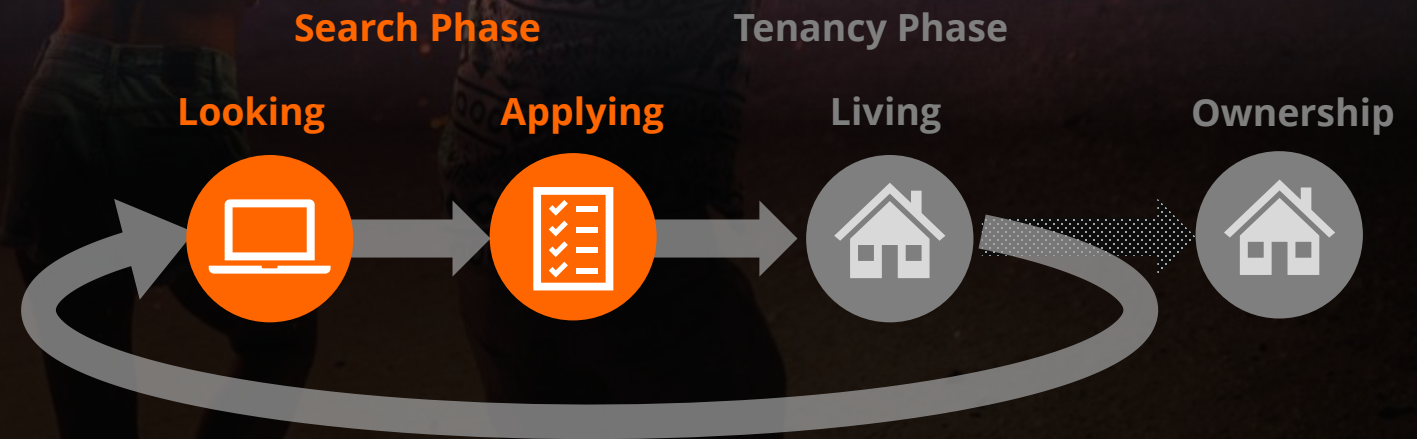


145,000

pageviews of renter  
advice pages



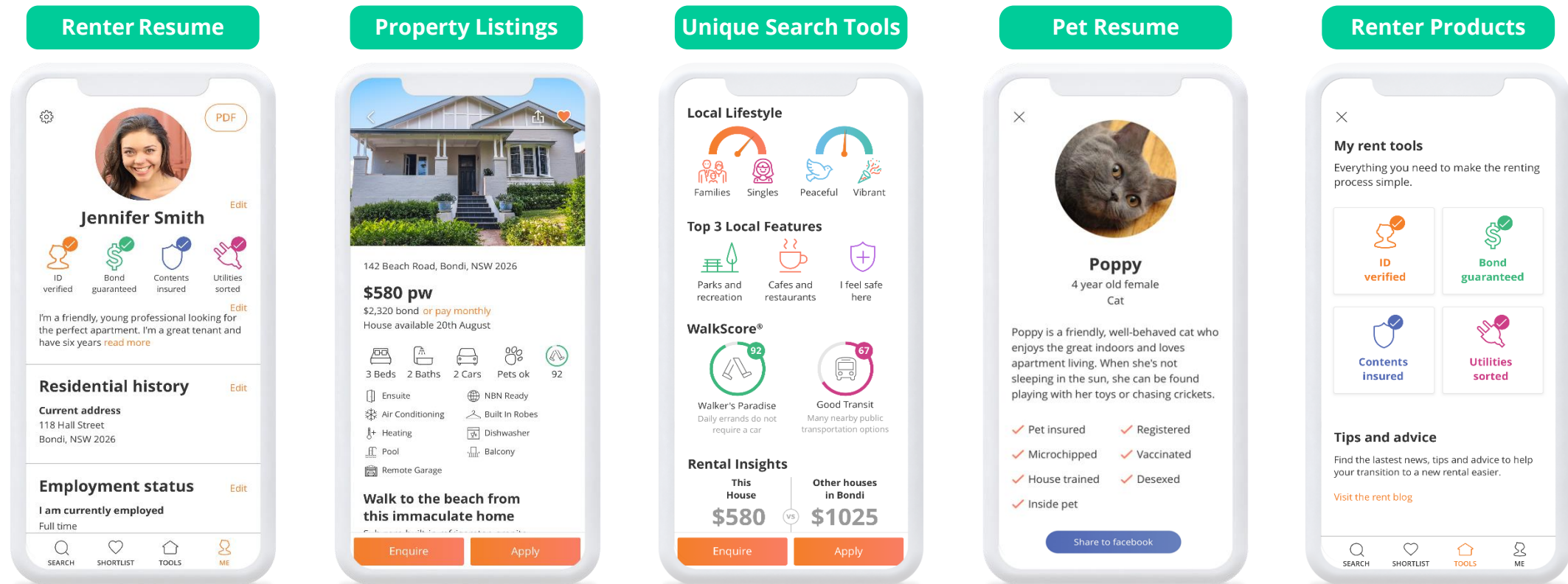
Our core business,  
helping renters **find**  
the perfect home



# We start with the way renters experience search

We're reimagining the way renters can search, whether by lifestyle features or by location.

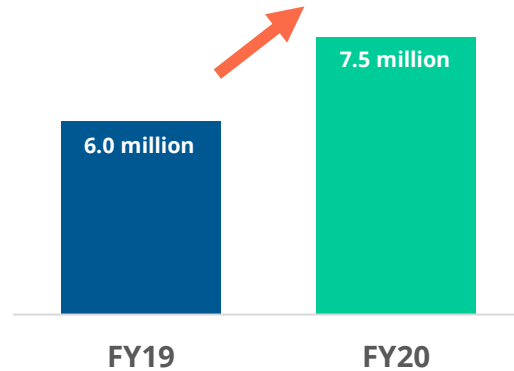
We also provide a wide selection of properties and the best information, tools and services.



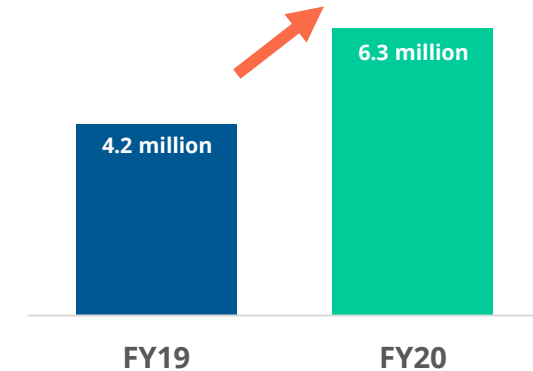


# achieving gains across our key customer measures

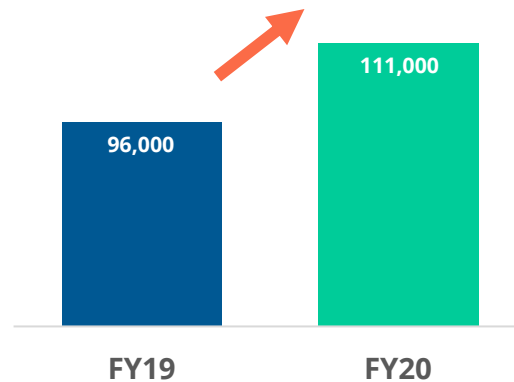
**25% Better**  
**UNIQUE VISITORS**



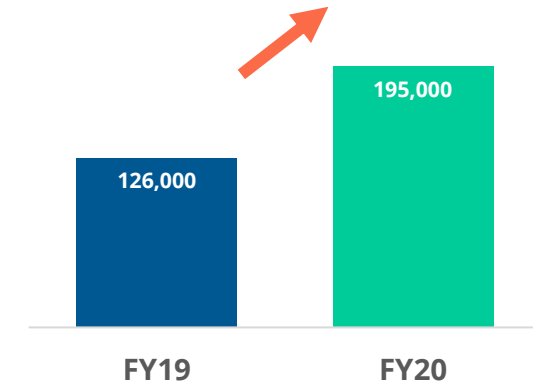
**49% Better**  
**NON-PAID VISITORS**



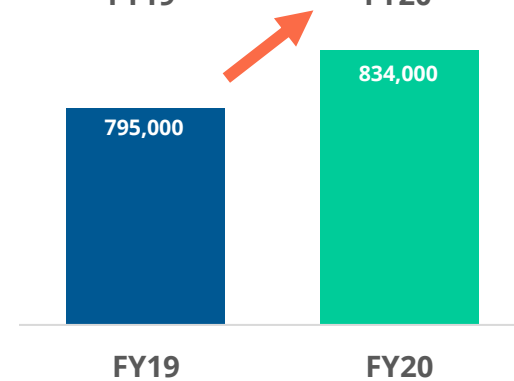
**16% Better**  
**PRODUCTS USED**



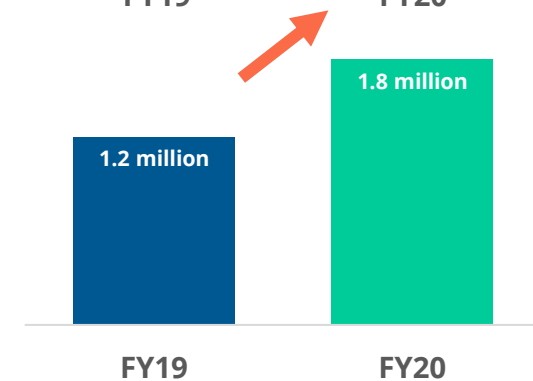
**55% Better**  
**NEW APP DOWNLOADS**



**5% Better**  
**ENQUIRIES & APPLICATIONS**



**42% Better**  
**ADVICE PAGEVIEWS**



# and delivering record financial results

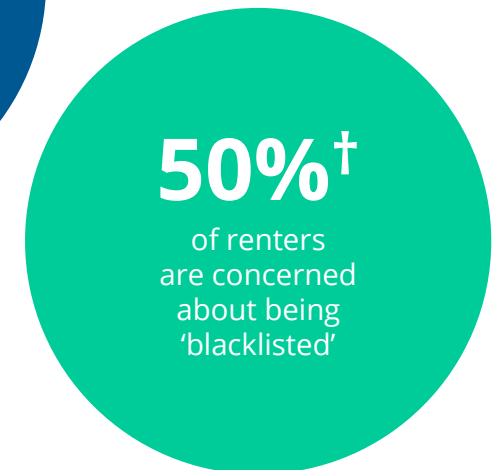
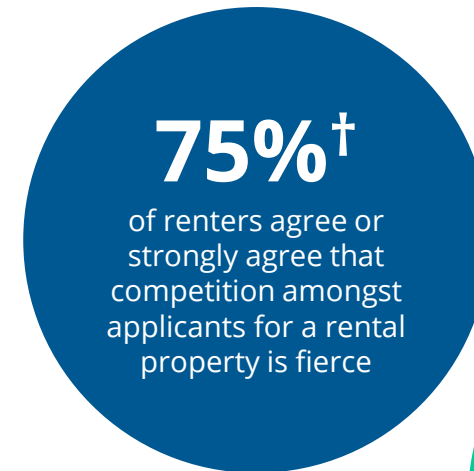
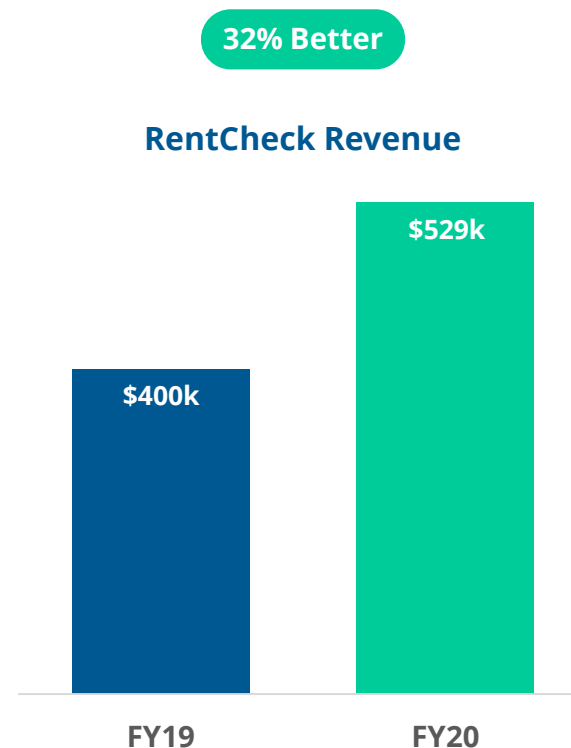
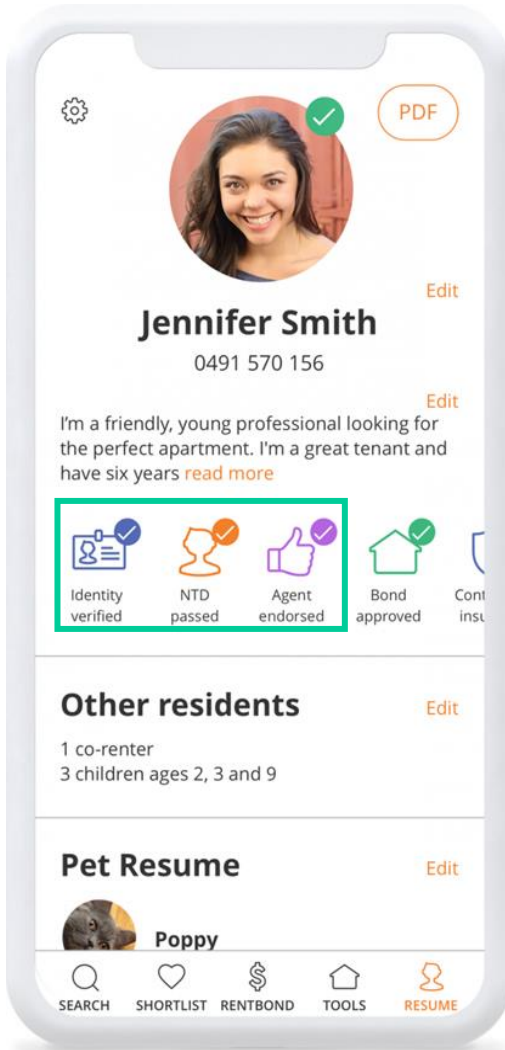


Financial performance improves in line with increasing recognition and influence

# Renter Products – highlighting good renters

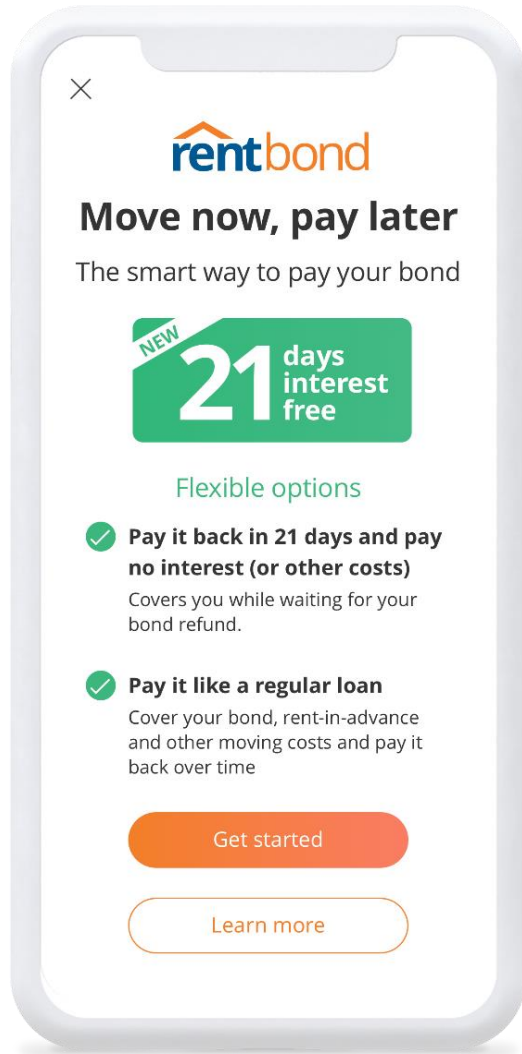
## RentCheck: helping good renters get ahead of the competition

- RentCheck allows renters to ID-verify and self check against tenancy blacklist
- Now also includes unique agent endorsements feature



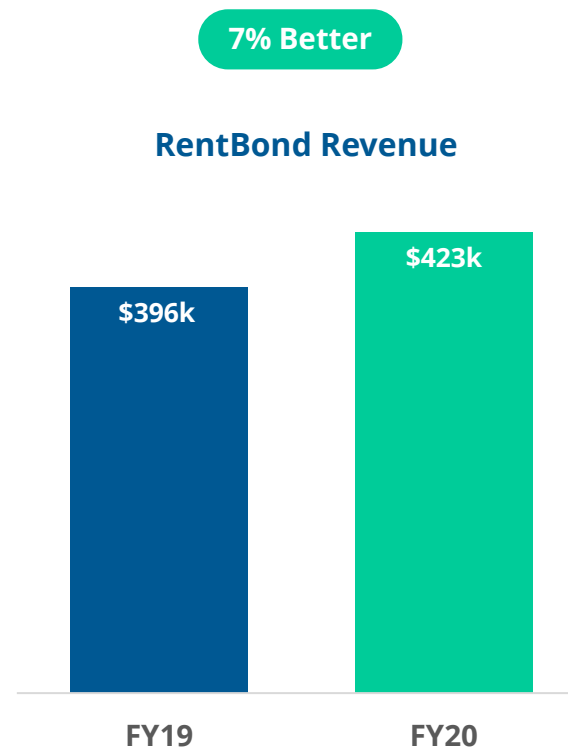


# Renter Products – providing even more convenience



## RentBond: addressing real challenges for customers moving home

- RentBond includes the ability to repay within 21-days absolutely free
- By Now Pay Later (BNPL) type functionality popular with mostly millennial renters



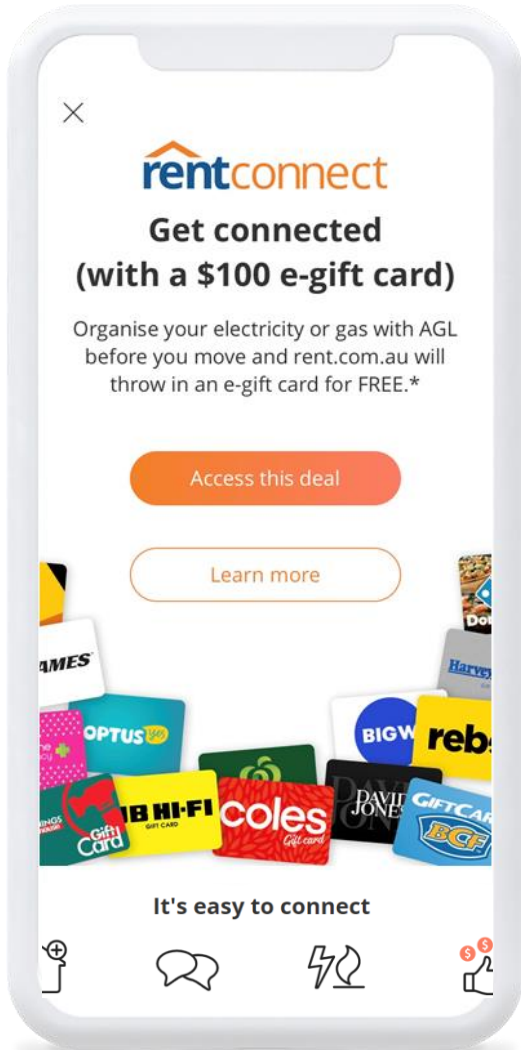
**400%\***

increase in number of people using BNPL over 2 years to 2018. 60% of whom are aged 18-34

**60%†**

of renters found it difficult to come up with a bond on their new rental property

# Renter Products – providing compelling offers

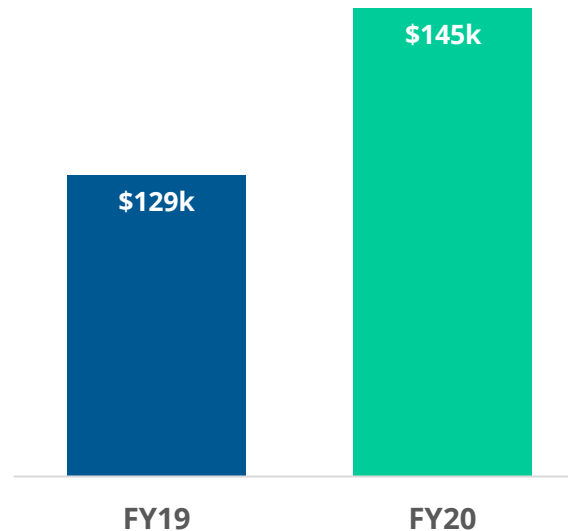


## RentConnect: AGL partnership rewarding all parties as volumes grow

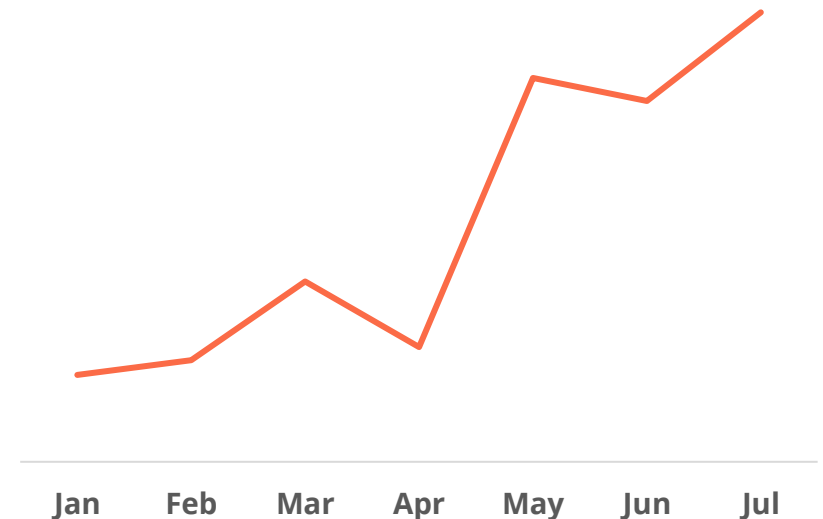
- Leading utility partner gives confidence, renters get \$100 gift card from RNT
- Future opportunities to change how utilities are consumed and paid for

13% Better

### RentConnect Revenue



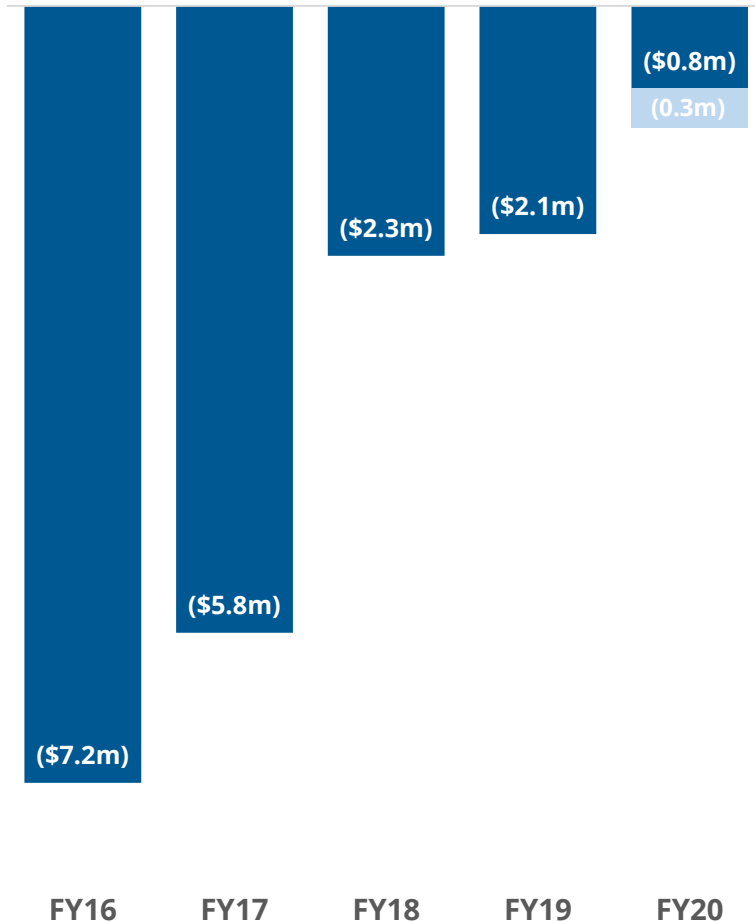
### New Utility Connections



# Combining to deliver ongoing financial improvement

## Group EBITDA

■ Rent.com.au ■ RentPay



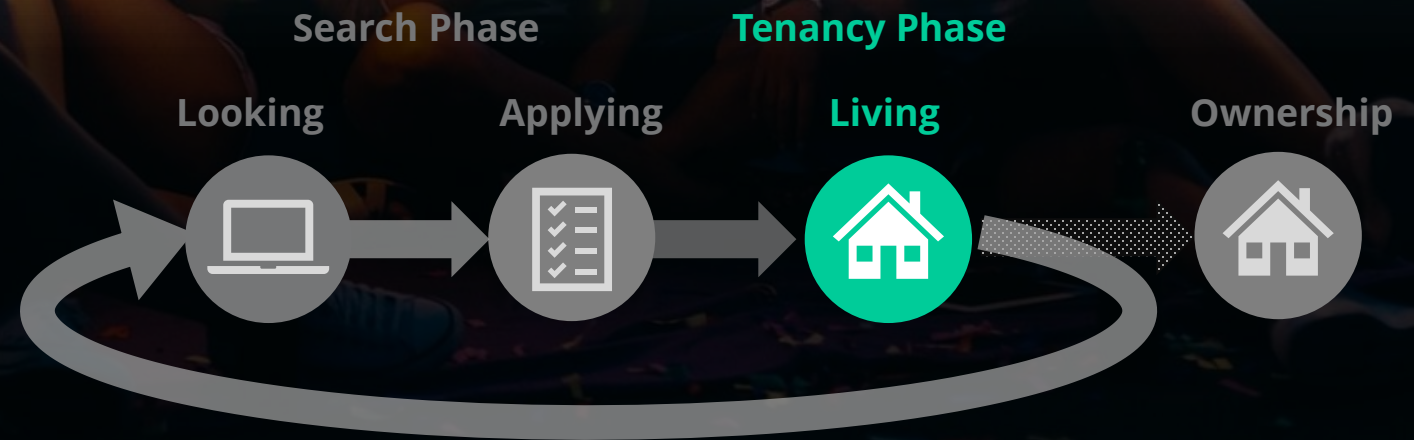
## The core Rent.com.au portal business

- June 2020 quarter was best ever EBITDA at just \$43k loss for the quarter
- July and August pacing ahead of June - on track for record revenue quarter
- Impact of Victorian lockdown marginal, offset by increases in other states
- Strong future growth potential from existing products as well as ability to develop new products (e.g. commercialising RNT's significant data assets)

**Building this consistent and engaged audience of 700,000 unique visitors per month makes rent.com.au the key channel from which to launch into the tenancy period via RentPay**



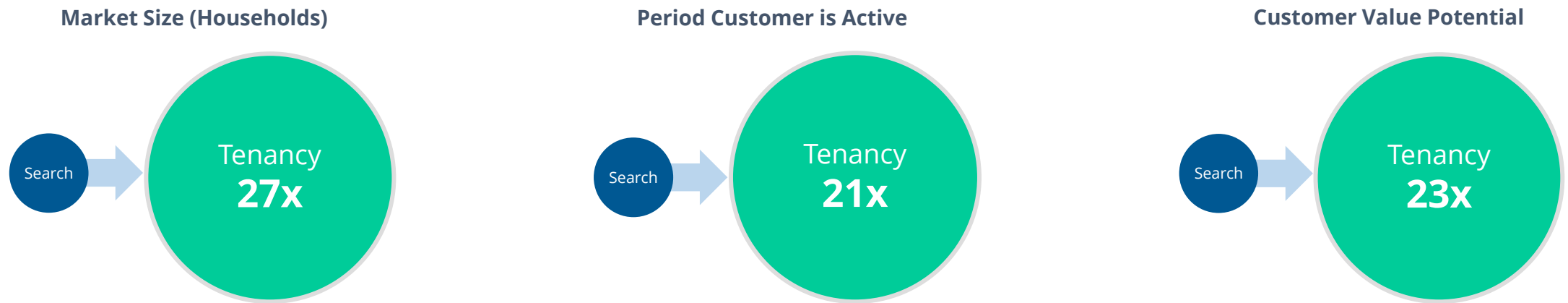
Extending our existing  
customer relationships  
into the **tenancy** period



# Tenancy - a significant market opportunity

Extending our customer relationship beyond search is a logical step, in line with our vision to “reimagine renting”

Only 5% of renters are actively searching for a property each month, this move allows us to engage with the other 95% (the entire market)



# and payment is the logical vehicle for us to disrupt

Rental payments are a reality for all renters and an area we aim to change.

The regular nature of payments provides opportunity for us to engage customers and add value.

It's also an area where needs are not being met. Flexibility and choice are what customers demand.

**60%†**

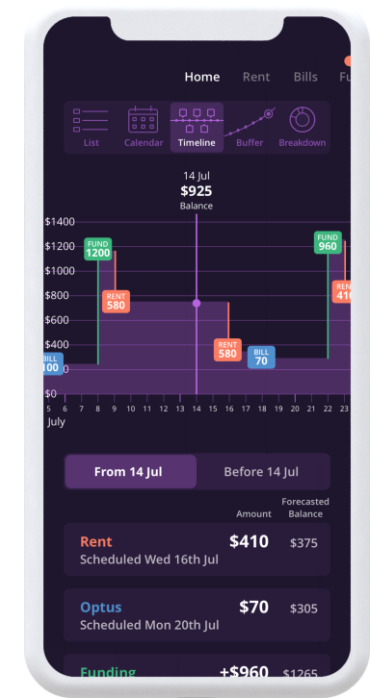
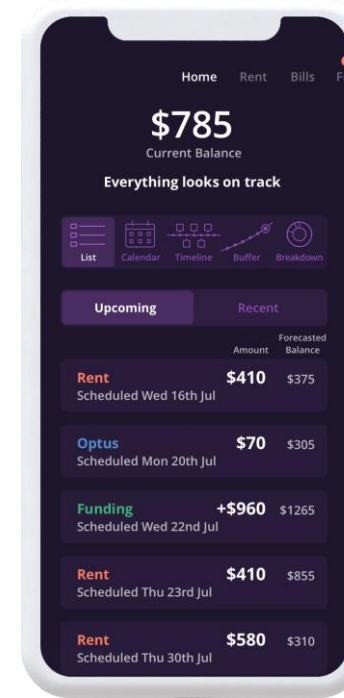
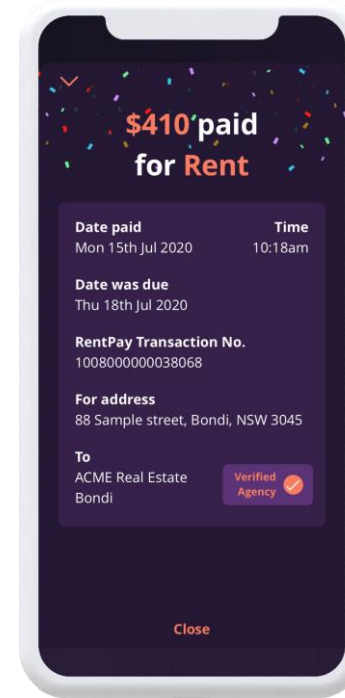
of renters want a payment confirmation or receipt so they know their rent has been received

**58%†**

of renters want their good payment history to be recognised and rewarded

**56%†**

of renters want the choice of timing when they pay rather than when they have to





# Changing payments

RentPay will break the link (in time and \$) between what a renter pays and what an agent receives. Offering financial flexibility to the renter and certainty to the agent

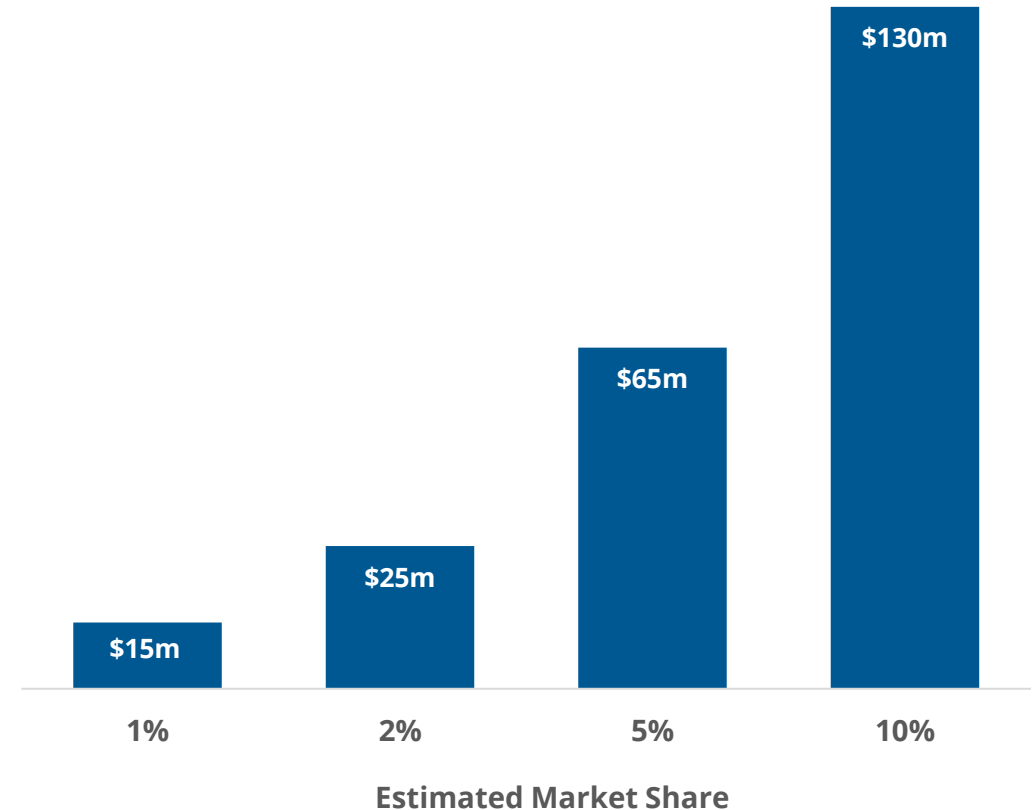


# Significant growth opportunities and extensions

RentPay represents a significant growth opportunity for our business:

- Transaction fees
- Finance (lending)
- Cross selling existing products
- Utilities (high-frequency payments)
- Banking (transition to mortgage)
- Renting as a Service (RaaS)

Potential RentPay Valuations at Various Market Shares<sup>†</sup>



<sup>†</sup> Rent.com.au indicative estimates based on 5x revenue multiple of estimated revenue @ different market shares. Market share estimated as customer # divided by 2.5m rental households

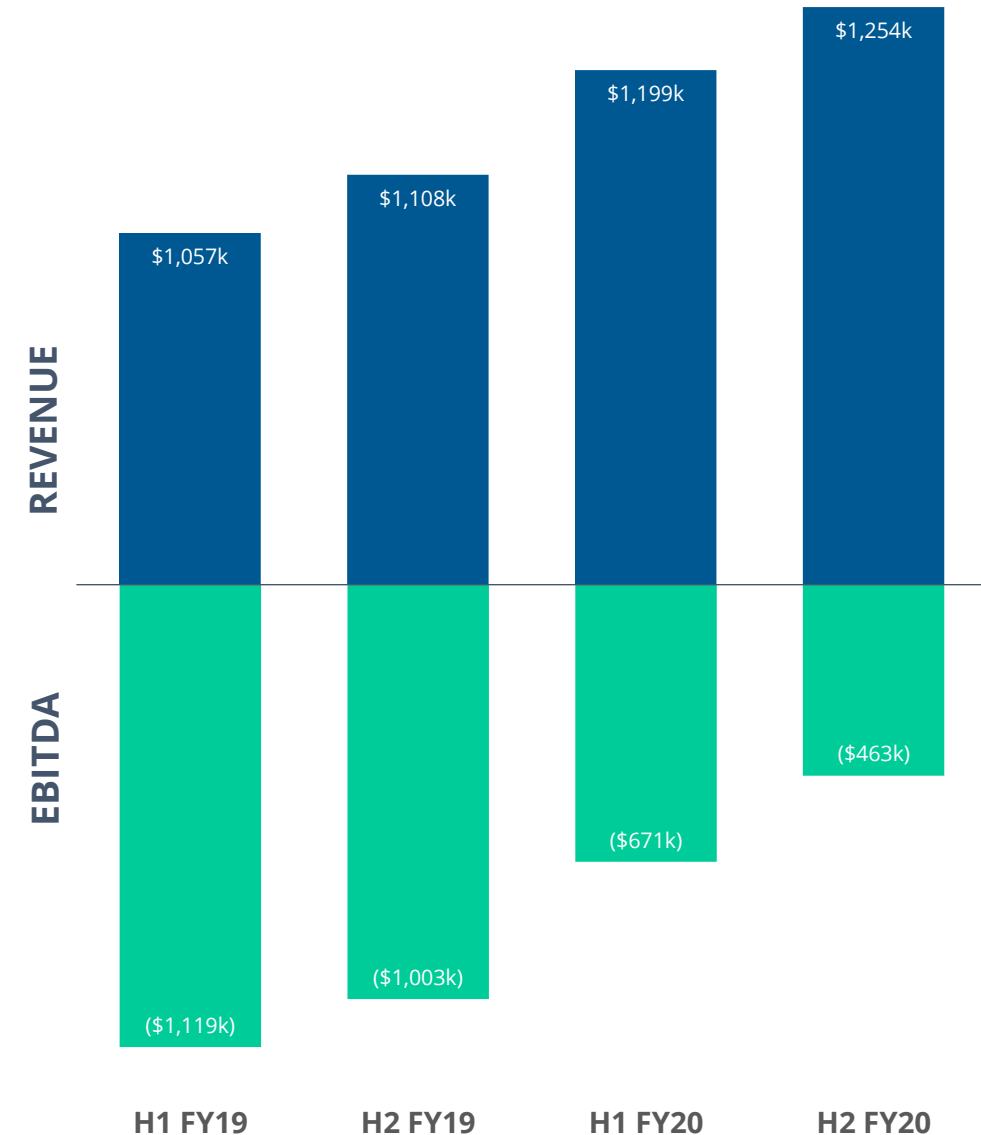
- First quarter of FY21 tracking ahead of Q4 FY20
- Utility partnership performing well, now exploring further products
- Ongoing site and app optimisations delivering further product sale gains
- RentPay development nearing completion, launch planning underway
- RentPay product collaboration with industry partners already in motion





# Unaudited Financial Results FY2020

RNT Group	FY20 \$'000	FY19 \$'000	% Change
Renter Products†	1,105	932	+19%
Advertising Sales	986	781	+26%
Other Revenue	362	451	(20%)
<b>Total Revenue</b>	<b>2,453</b>	<b>2,164</b>	<b>+13%</b>
Cost of Sales	(933)	(1,317)	(29%)
<b>Gross Margin</b>	<b>1,520</b>	<b>847</b>	<b>+79%</b>
Gross Margin %	62%	39%	
Operating Costs	(2,653)	(2,969)	(11%)
<b>EBITDA</b>	<b>(1,134)</b>	<b>(2,122)</b>	<b>(47%)</b>



† Source: RentPay was previously included in Renter Products prior to FY20. Now included in Other. Comparatives restated to reflect LFL.

# Corporate Information

## Financial information

Share price (31-Jul-20 close) \$0.04

Shares on issue 302.6m

**Market capitalisation \$11.8m**

Cash (31-Jul-20) \$0.5m

Debt (31-Jul-20) \$Nil

**Enterprise value \$11.3m**

Shareholdings	June 2020	%
Board & Management	41,822,204	13.8%
Other Top 30 Shareholders	168,959,930	55.8%
Other Shareholders	91,853,625	30.4%
	<b>302,635,759</b>	<b>100.0%</b>

**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 including Country Manager of Airbnb Australia/NZ, GM South East Asia for eBay and Chief Sales & Marketing Officer for iiNet
- Non-Executive Director of TicToc Homeloans

**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 ASX-listed companies Family Zone Cyber Safety Ltd, Jupiter Energy Ltd and Cassini Resources 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





# Thanks

Contact:  
[investors@rent.com.au](mailto:investors@rent.com.au)  
[www.investors.rent.com.au](http://www.investors.rent.com.au)