

INVESTOR PRESENTATION

Rent.com.au Limited (ASX: **RNT**) ("**RENT**" or "**the Company**"), Australia's Number 1 website dedicated to rental property, is pleased to release a 'Company Update' presentation, which is attached to this announcement. The presentation outlines RENT's compelling investment case and will be used for ongoing investor briefings.

Ahead of the publication of the Appendix 4C for the period ending 31 March 2017, RENT draws attention to slide 3 which shows the cash balance at end of quarter of \$4.5 million.

Investment highlights:

- The leading player in the Australian rental marketplace with the best properties, best experience for renters and best-in-market agent plans
- Targeting positive EBITDA in H1 FY18, as revenues from new and existing products and restructured costs flow through P&L
- New CEO driving increased focus on commercialisation and strategy, with the company well-funded following a recent \$5 million capital raising
- Focused on monetising a unique and disruptive business model that is designed to benefit renters, agents, and landlords
- Operating in a large and highly fragmented market, with multiple opportunities for innovation and partnerships across the rental life cycle

RENT's Chief Executive Officer, Greg Bader, commented:

"RENT is at an exciting point in its growth cycle. We are rapidly increasing our brand awareness and growing our customer base exponentially. We now have the core products in place to allow us to service that customer base more effectively in a way that is expected to generate significant returns for shareholders. We are targeting positive EBITDA in H1 FY18, driven by continued market share growth and upside from new revenue initiatives."



INVESTOR PRESENTATION

APRIL 2017

ASX TICKER: RNT



INVESTMENT HIGHLIGHTS

Australia's #1 website dedicated to rental property, delivering a single marketplace for renters, agents and landlords

- The leading player in the Australian rental marketplace with the best properties, best experience for renters and best-in-market agent plans
- Targeting positive EBITDA in H1 FY18, as revenues from new and existing products and restructured costs flow through P&L
- New CEO driving increased focus on commercialisation and strategy, with the company well-funded following a recent \$5 million capital raising
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CORPORATE OVERVIEW

RENT is backed by a strong board and supportive shareholders and is well-funded following a recent \$5 million capital raising

Financial information

Share price (31-Mar-17)	\$0.078
Shares on issue	199.8m
Market capitalisation	\$15.6m
Cash (31-Mar-17)	\$4.5m
Debt (31-Mar-17)	Nil
Enterprise value	\$11.1m

Top shareholders

	Holding %
Mark Woschnak (<i>Founder</i>)	6.8%
John Wood (<i>Non-Executive Director</i>)	6.7%
Other Board and Management - Greg Bader: 2.7%; Garry Garside: 2.0%; Other Directors and staff: 0.9%	5.6%
Westoz FM (<i>Institutional fund manager</i>)	5.1%

Board of Directors and CEO

Dr. Garry Garside - Non-Executive Chairman

- Founded Prime Health Group before merging it with Westpoint Healthcare to form Endeavour Healthcare

Mr. Sam McDonagh - Non-Executive Director

- 20+ years experience in senior management roles
- Former Manager of eBay Southeast Asia, Chief Sales and Marketing Officer for iiNet, and Country Manager of Airbnb Australia and NZ

Mr. John Wood - Non-Executive Director

- Extensive experience in retail, property, sales and marketing, business management and tourism
- Managing Director and founder of National Lifestyle Villages

Mr. Philip 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)

Mr. 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 led the business services division to grow revenues to over \$200m during his tenure

ABOUT RENT.COM.AU



Our Business

Australia's largest marketplace dedicated to rental property

For renters: Our platform offers renters the best chance of securing the property of their choice and ensures a seamless experience over the renter lifecycle

For agents and landlords: A low cost platform that provides access to a large tenant base with unique, easy to use features



Our Strengths

Strong Board and management team driving scalable growth

Fast growing database of renters and landlords

Extensive databases of renters, landlords, products and listing information

Unique potential to own the renter relationship over the long term



Our Performance

Rapidly growing network

Year on year earnings growth

Introduction of disciplined cash management initiatives

Improving operating cashflows

Focus on returns to shareholders



Stand out from the rest!
Create a Renter Resume.



Why pay for your bond now,
when you can pay for it over time.



Check to see if you are
shown as a good tenant.



Moving soon? Get everything
connected the easy way for FREE!



Get comprehensive, real-time
suburb data for your property.

THE STORY SO FAR

RENT is moving into a new phase of growth, focused on driving value through deeper, more persistent relationships with our users

Deepening relationships with renters

Renter Resume launched in Q2 FY17 to help renters best access services throughout their rental life cycle

Focus on commercialisation

Appointed new CEO and launched new initiatives to support path to positive EBITDA in H1 FY18

Focus on building the audience

Raised \$5m through RTO in 2015 to invest in technology development and market share growth

Operations commenced 2007

Founded by experienced real estate professionals and new media entrepreneurs

OUR PHILOSOPHY

RENT is focused on making the process of renting easier, more rewarding and more enjoyable for the millions of Australians who rent each year



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

Products include Renter Resume, RentBond, RentCheck, RentConnect, RentReports



Properties on Pedestals

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

Walk Score (*walkability of any address*), Transit Score (*access to public transport*), commute times and the first portal to display NBN coverage for properties



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

Enquiries are made online, renters use portals to track properties and progress; data populated in Renter Resume



Home for Renters

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

Customer data and analytics are used to lower the cost of our products for renters while providing a better service

WHY FOCUS ON THE RENTAL MARKET?

A large and highly fragmented market currently underserved by existing players

A very large...



\$60bn

annual rent paid¹



85,000

homes rented monthly²



+32%

of Australians rent their home³



10,000

property agents⁴



+60

different software systems⁴



2 million

investment property owners⁵

... But renters do not have a dedicated advocate in the market and the renting process is still highly inefficient and laborious for the renter

CLEAR TRACTION

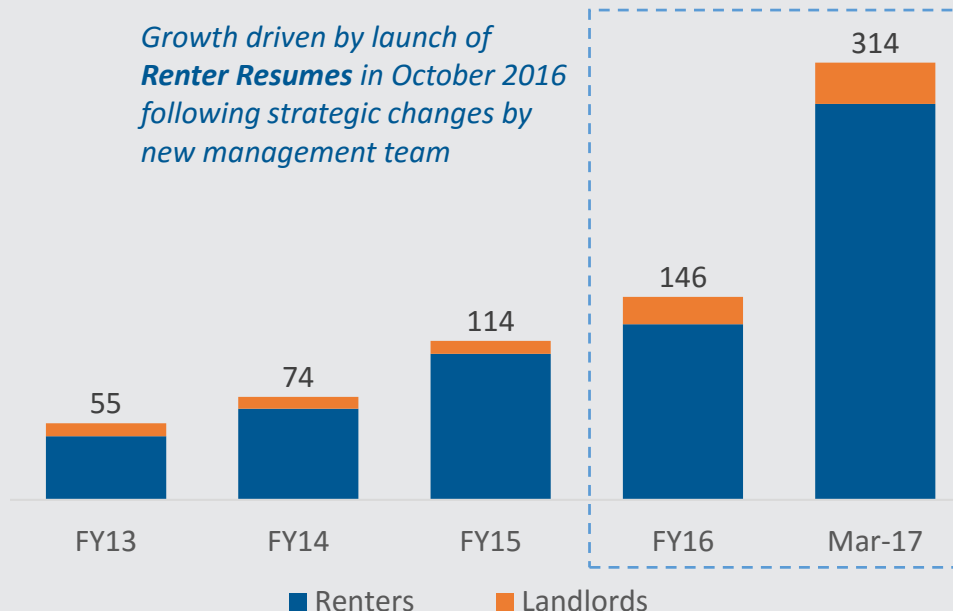
Strong adoption rates for our services demonstrate a gap in the market for a renter-focused platform, with our initiatives such as Renter Resume driving rapid growth in our user base

115%

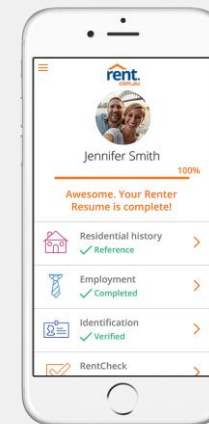
GROWTH IN RENTER & LANDLORD DATABASE SINCE JUNE 2016

RNT database growth ('000s)

*Growth driven by launch of **Renter Resumes** in October 2016 following strategic changes by new management team*



Renter Resumes



User-managed online profile that allows renters to automatically generate property enquiries and applications



Fill out profile once for multiple applications



Stored securely online

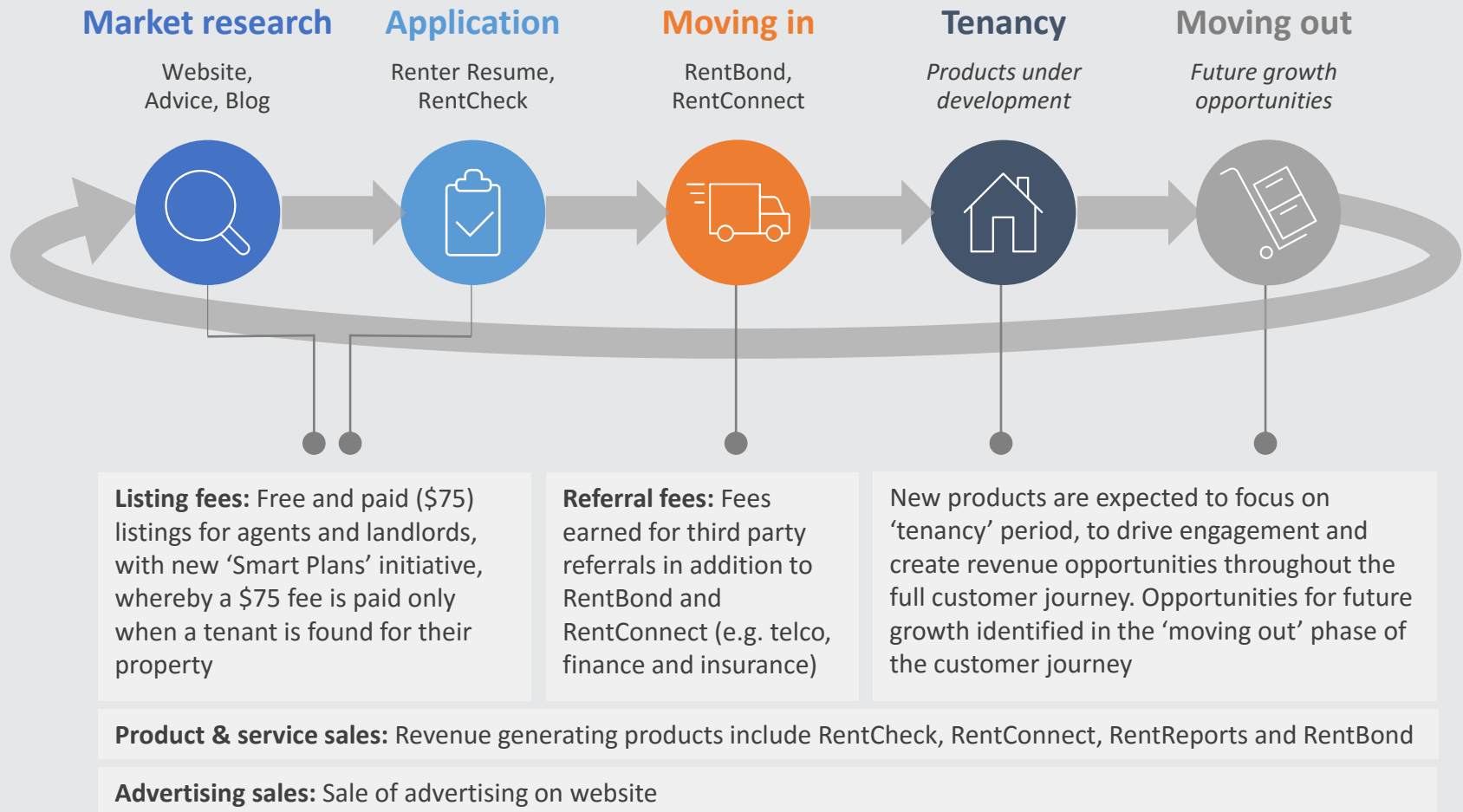


Quick and easy to use

- ✓ More than 80,000 Renter Resumes created
- ✓ Unlike existing processes, it was developed to meet **the needs of the renter**
- ✓ Provides agents and landlords with a **simplified view** of the applicant's rental history, ID verification and a tenancy database screening (via RENT's RentCheck product)
- ✓ Potential to extend **customer engagement** throughout the entire rental lifecycle

LONG TERM RELATIONSHIP WITH RENTER

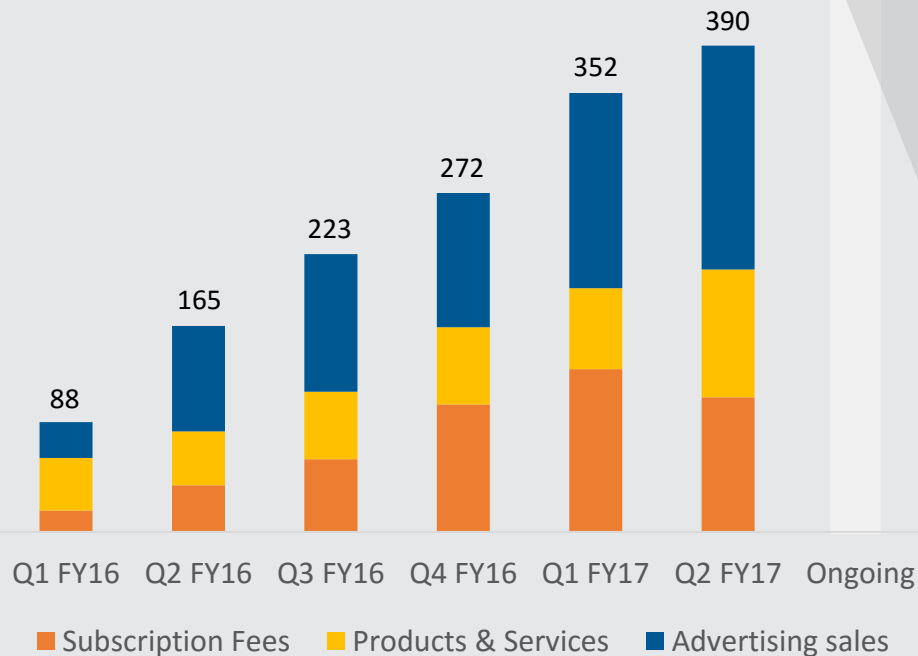
RENT is becoming an integral part of every step of the renter's journey, creating new revenue opportunities and a network of loyal renters



REVENUE GROWTH

Growth in FY17 and beyond expected to come from both new and existing revenue streams

Quarterly Receipts from Customers (\$'000s)



Next 6-12 months:

Increasing proportion of revenue expected to be derived from **listing fees** and **referral fees**

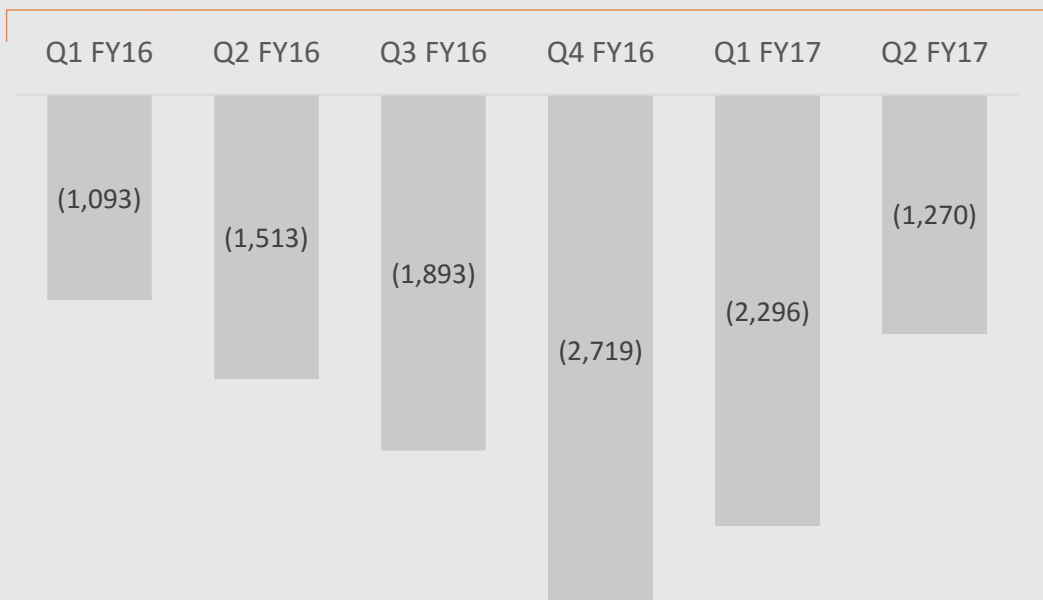
In-line with strategy of advocating for renters and not expecting a clip with no extra effort

Enabled through the use of customer data and analytics

TARGETING POSITIVE EBITDA IN H1 FY18

EBITDA loss rapidly reduced driven by revenue growth in existing products and a material reduction in cash burn, with new revenue streams expected to drive positive EBITDA in H1 FY18

Quarterly EBITDA (\$'000s)



Operating cash flow (\$'000s)

Q1 FY16	Q2 FY16	Q3 FY16	Q4 FY16	Q1 FY17	Q2 FY17
(918)	(1,609)	(1,561)	(2,284)	(3,322)	(1,252)

Timeline of reducing EBITDA loss

Q1 FY17 New CEO appointed; **cost saving initiatives commenced**

Q2 FY17 **Renter Resume** launched with existing products integrated into the interface, **increasing take-up of existing products**

Monthly cash burn reduced significantly

45% improvement in EBITDA result driven by cost saving initiatives and gradually increasing revenue

Q3 FY17 and Q4 FY17 EBITDA loss expected to be similar or moderately better than Q2 FY17 while **revenue initiatives ramp up**

✓ **Targeting positive EBITDA in H1 FY18**

ROAD TO PROFITABILITY

RENT is targeting positive EBITDA in H1 FY18, driven by growing market share with upside from new revenue initiatives

Targeting larger market share:

- Currently RENT has market share of approximately 1.5% of the Australian market, targeting approximately 5% market share during FY18, with Renter Resume driving growth

Growing revenue:

- Increasing listing fees through 'Smart Plans' – initiated for agents and landlords in 2H FY17 and expected to be material in FY18
- Leveraging Renter Resume to drive increased revenue in existing products; developing new products and services to provide an even better experience for renters

Illustrative revenue based on market share scenarios¹

Estimated market size – homes rented	85,000/mth	85,000/mth	85,000/mth
Market share scenario	5%	15%	30%
Target Average Revenue Per User (ARPU) ²	\$120	\$120	\$120
Monthly revenue opportunity	\$0.5m	\$1.5m	\$3.1m
Annual revenue opportunity ³	\$6.0m	\$18.0m	\$37.2m

1. The monthly 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

2. Static target ARPU of \$120 is shown to illustrate market share scenarios. In actuality, ARPU would be expected to increase over time

3. Relatively mature businesses in online classifieds have an EBITDA margin of between 30-60%

CATALYSTS FOR GROWTH

RENT's vision is to be the destination of choice for people looking for their next rental property



POSITIVE EBITDA

Targeting H1 FY18

- Core products in place to allow growth of penetration and ARPU
- Market share now approximately 1.5%, with target market share of approximately 5%
- Targeting H1 FY18 for positive EBITDA



MARKETING

*Advocacy
philosophy*

- Launch new marketing campaigns in Q4 FY17 and Q1 FY18
- Targeting marketing at key demographics to consolidate leading position
- Drive increased brand awareness and further leverage renter advocacy



PARTNERSHIPS

Leveraging value

- Launch third party referrals, e.g. broadband, insurance & utilities
- Introduce sale of products at relevant points in the renting process
- Introduce trail-commissions model to build an annuity stream of revenue



BIG DATA

Valuable insights

- Leverage data collected from all touchpoints, including 80,000+ Renter Resumes, to reveal the patterns, trends, and associations that will enable the provision of value-added services to our renters



EXPANSION

*New products &
markets*

- Develop new products with benefits generated from multiple revenue streams
- Continued growth in Renter Resume product
- Leverage existing IP to launch internationally
- Potential to have ~20 rental-specific products that could be launched on the site

A man in a dark suit is shaking hands with a man and a woman in a modern, bright living room. The man in the suit is holding a folder. The couple is looking at a floor plan. The room has a large white sectional sofa with green pillows, a large window with a view of a city, and a tiled floor.

THANK YOU


rent.
com.au