

RENT.COM.AU QUARTERLY ACTIVITIES REPORT

Rent.com.au Limited (ASX: RNT) (“RENT” or “the Company”), Australia’s Number 1 website dedicated to rental property, presents its quarterly activities report for the quarter ending 30 September 2016.

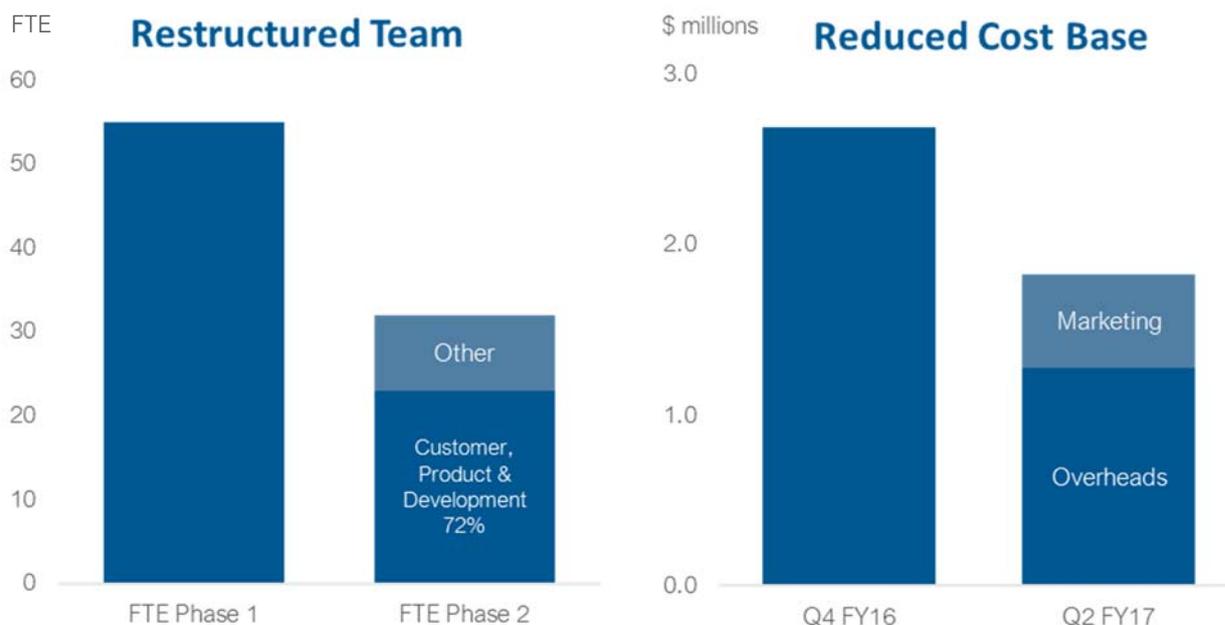
Key Highlights:

- › Revenue continues to grow – \$350k, up 30% on prior quarter;
- › Significant re-positioning of cost base;
- › Development of key new products and site enhancements; and
- › \$2.6 million cash with additional \$5 million capital raising underway.



Mr Greg Bader was appointed as Chief Executive Officer to lead RENT into its next phase of commercialisation following the decision by RENT founder and former CEO, Mark Woschnak to step down in July 2016.

“We’ve made some very significant changes during the September quarter which we believe are critical to the sustainable success of RENT,” said Mr Bader. “At the start of the quarter we had a team of 55 staff yet had few product and development staff. We’ve reduced our overall team to 31 staff but this includes some additional hires so that almost three quarters of staff are now directly involved in developing and supporting our products, with the added benefit of a much lower cost base going forward as we continue to increase revenues. Based on our internal forecasts, we’re expecting to reach our break-even point during FY18.”



“While RENT has made strong inroads towards its long-term objectives by achieving its FY16 listings and audience engagement targets, our future success lies in generating a positive customer (rental) attitude whilst providing critical support for an important group without a national advocate,” said Mr Bader.

“As a team, our focus internally remains on consistent improvement around our core ‘rules’ which are to: present our renters in the best possible fashion to maximise their chances of application success (‘Renters in Suits’); to present our properties with additional and relevant information (‘Properties on Pedestals’); and to automate processes where we can and remove the need for paperwork (‘Flick the Forms’).”

The key focus for the September quarter was development of several site enhancements based upon RENT’s ‘rules’ which leverage RENT’s logical stance as renter advocate as it seeks to strengthen its market position and offering to its large and unique renter audience. These enhancements were deployed to the www.rent.com.au site on 21 October 2016 and include:

- Renter Resume – renter profile feature allowing automated property enquiries and applications;
- Walk Score® – helps renters evaluate walkability and commute time when choosing their homes; and
- Landlord Smart Package – paid for property listing package for private landlords.

Renter Resume provides property managers and private landlords with a simplified view of the applicant’s profile including rental history, ID verification and a tenancy database screening (via RENT’s RentCheck product). The completed resume is securely stored and can simply and easily be used by the renter for multiple enquiries and rental applications with the click of a button from their mobile phone.

“As the Renters’ advocate, we constantly hear that renters are struggling with the process of finding a home, which shouldn’t be the case,” Mr Bader said. “The clear majority of renters across Australia are respectful of an owner’s property but many see the process of renting as negative and intimidating. We firmly believe good tenancy should be recognised and we see a future where highly regarded tenants are rewarded through Rent.com.au”.

“In under a week since launch we’ve already had more than 2,700 renters create a Renter Resume.”

A recent survey conducted by Rent.com.au revealed that 91 per cent of Australian renters identified location as their number one criterion when choosing their next home, followed by access to public transport and proximity to the CBD. As location plays such a significant part in the rental search, Rent.com.au has partnered with Walk Score® in a bid to provide Australian renters with more information to make choosing a property easier. Walk Score® features on every Rent.com.au listing and displays a

walkability score, a Transit Score and the renter's commute times (based upon data from the Renter Resume).

Mr Bader said whether renters were renting, investing or working towards home ownership, they would notice the benefits of properties with a high Walk Score®. "As the country's population grows and cities become congested, the importance of easy access for errands without total dependency on a car becomes a decision factor for many people," he said. "In fact, we are seeing more properties with limited or even no parking being advertised, so Walk Score becomes a valuable guide".

The third key product enhancement developed during the quarter, the Landlord paid package, is aimed at commencing commercialisation of the 1,000's of landlords who list their properties independently on www.rent.com.au each month. By opting onto the "Smart Package" a landlord receives several premium features including a personalised online dashboard where they can review and manage enquiries and applications by renters (using the Renter Resume). Only once a tenant takes their property via RENT does the landlord need to pay.

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ABOUT RENT.COM.AU

Rent.com.au is the only national web portal in Australia that focuses solely on the growing rental property market, Rent.com.au was established in 2007 with a mission to connect renters with rental properties from both property agents and non-agent private landlords, creating the complete rental marketplace and providing tailored products and services to make the entire renting process easier and respond to the increasing needs of renters, as growing numbers of Australians choose renting as a conscious lifestyle and investment choice.