



Rent ▼

CEO – AGM Presentation

Search

**Australia's #1 website** dedicated to rental property.

Our rental only positioning allows RNT 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

# Renting is a very large and growing market

## Quick Stats



**\$60bn**

annual rent paid<sup>‡</sup>



**85,000**

homes rented monthly\*



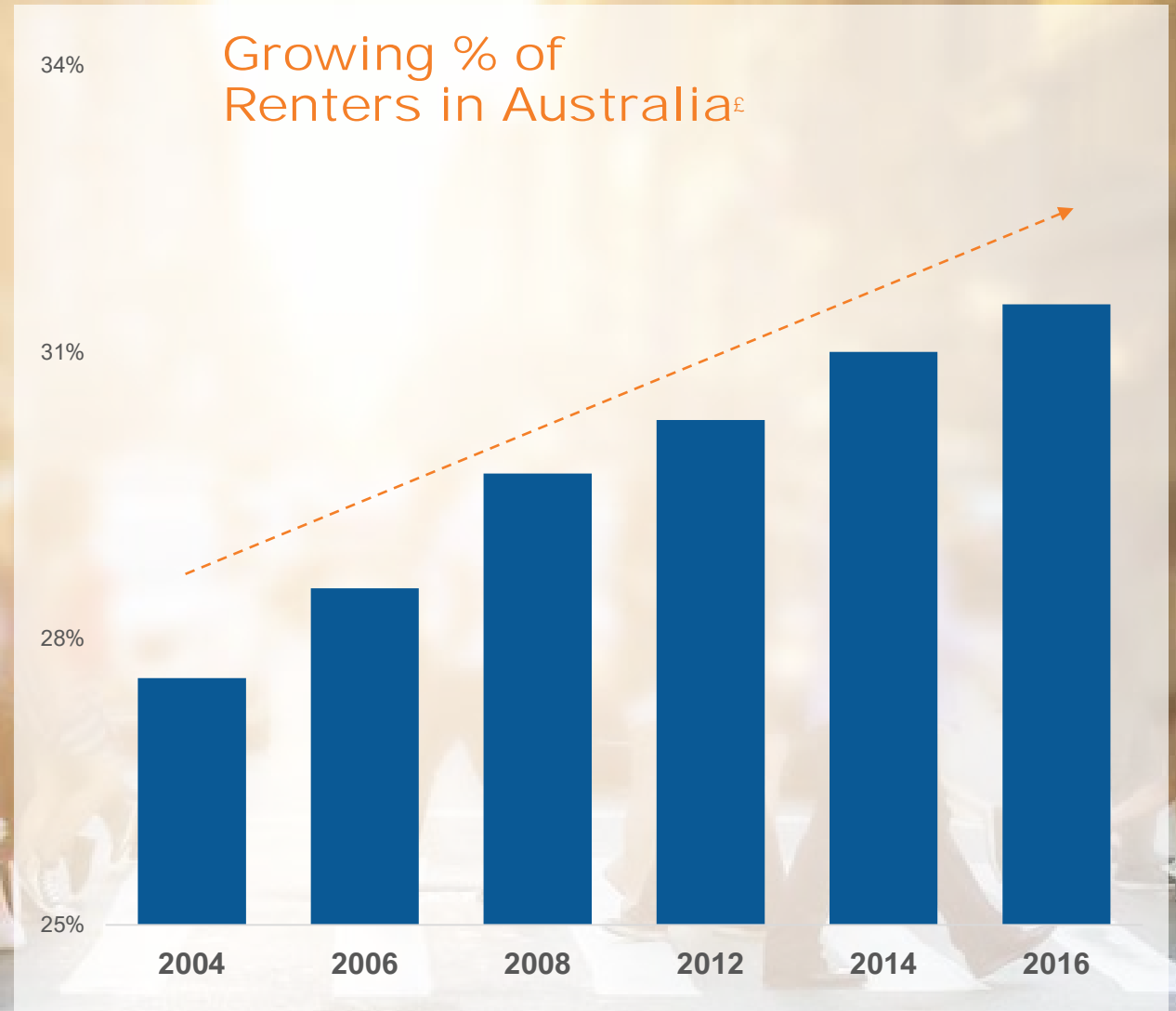
**+32%**

of Australians rent their home<sup>£</sup>



**2 million**

investment property owners<sup>†</sup>

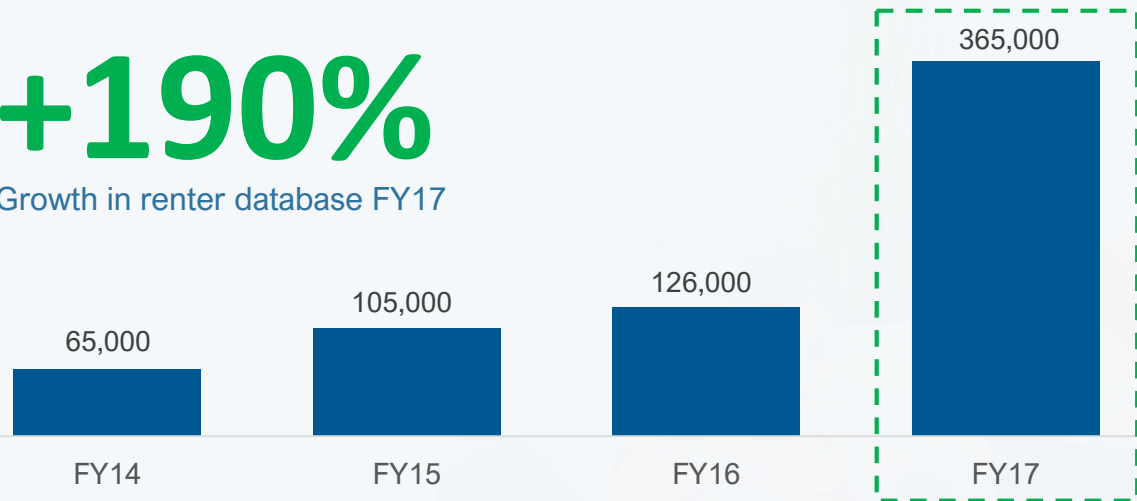




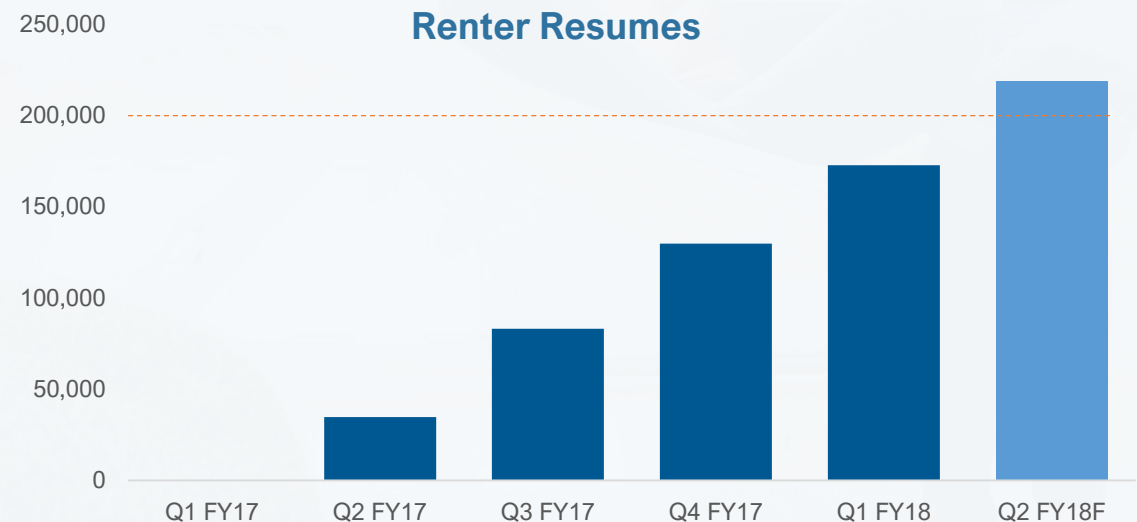
# We're clearly winning renters over

+190%

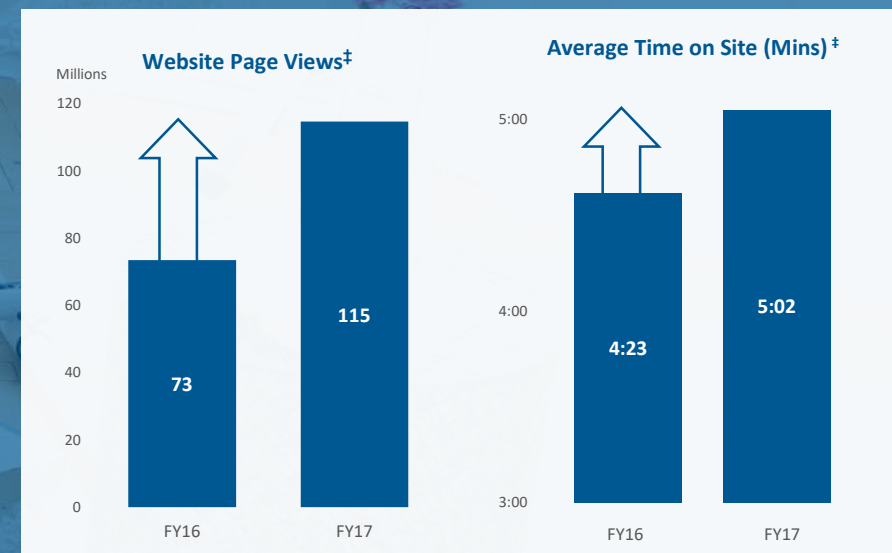
Growth in renter database FY17



Renter Resumes



Rank*	Company	Services
1	realestate.com.au <small>Australia lives here</small>	Rentals, Sales, Commercial
2	Domain	Rentals, Sales, Commercial
3	rent.com.au	Rentals Only
4	allhomes <small>Part of the Domain group</small>	Rentals, Sales, Commercial
5	realestateview.com.au	Rentals, Sales, Businesses

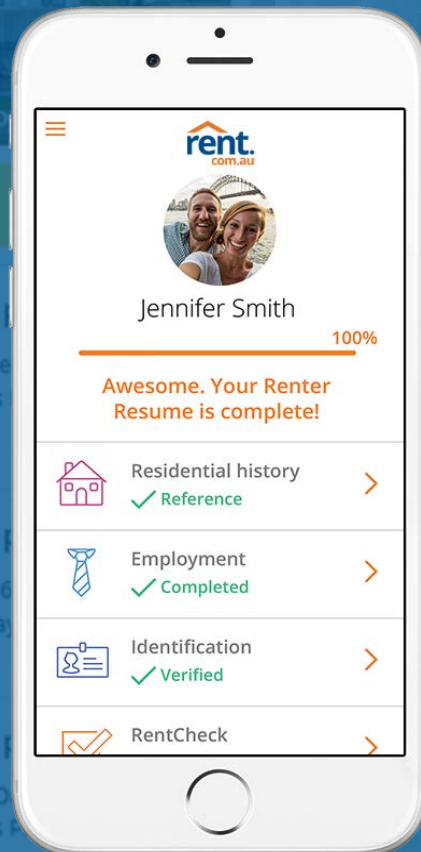


\*SimilarWeb Website Ranking (AU RE Industry, Nov 2017) † Nielsen Market Intelligence Duplication Report October 2017 ‡ Google Analytics

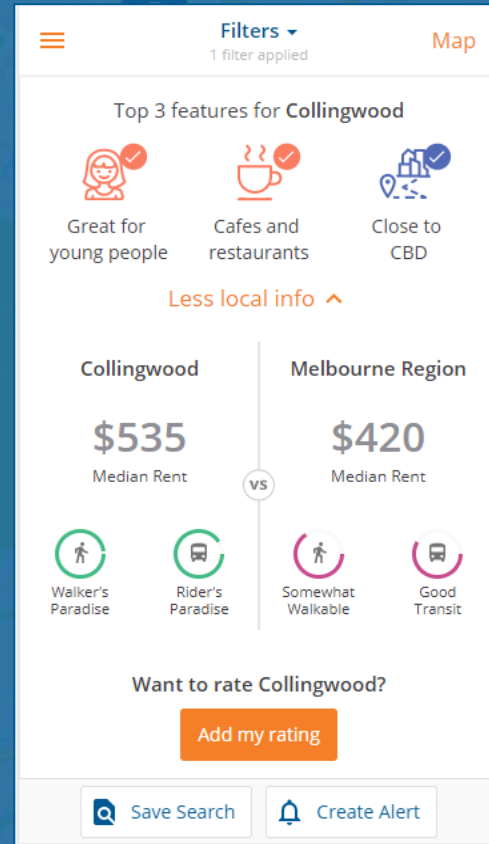
# by providing unique features and content

Relevant and unique information on properties, along with useful services creates greater engagement, repeat visits and time on site;

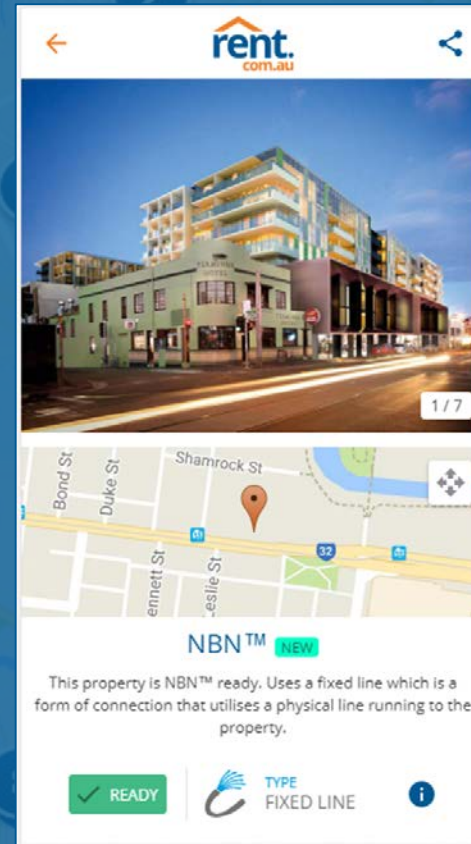
Renter Resume



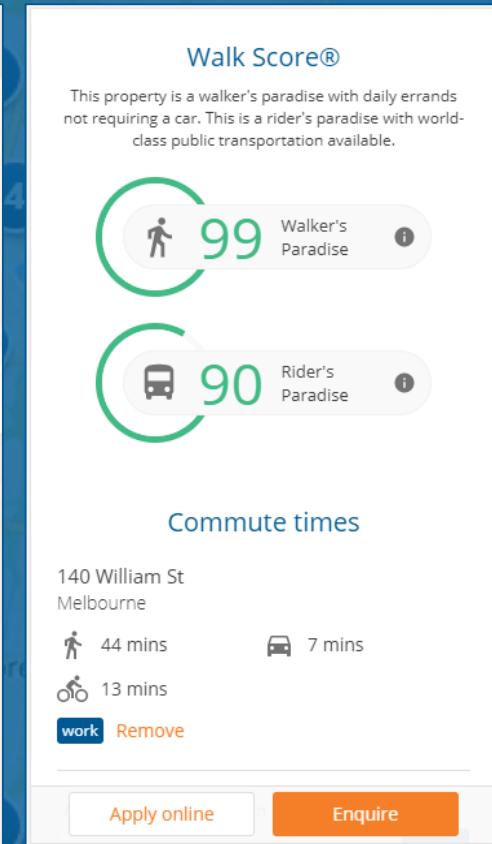
Suburb Reviews



NBN Status



Walk Score





# So why focus on renters?

Because it is where we can make a difference!

Growing, underserved segment, 30% of population who want:

- A simpler and more consistent experience
- To be treated equitably
- To be recognised

“I used the NBN status to find my property, it was my #1 need, roof was #2 😊 – John”

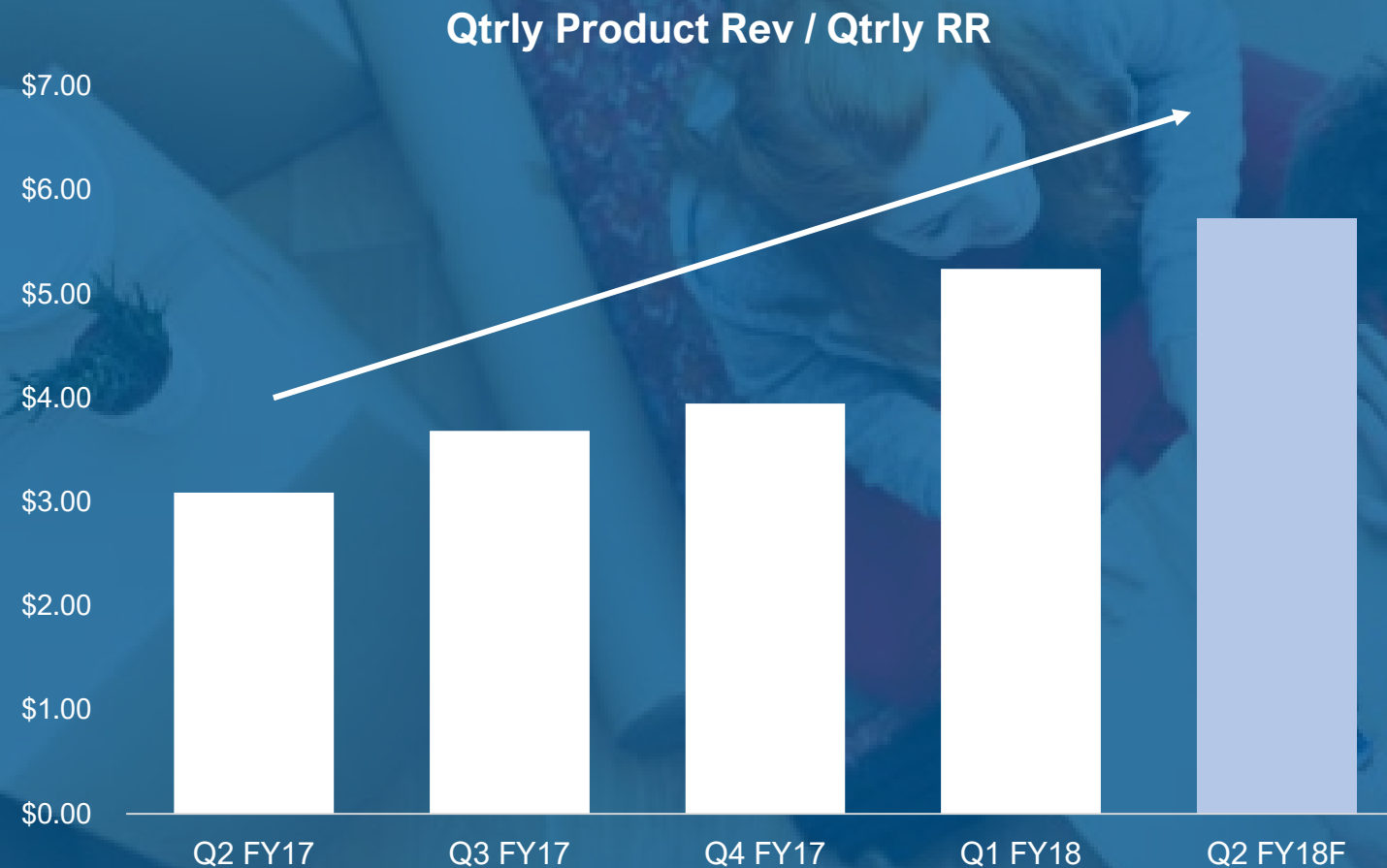
“RentBond saved the day for me, thank you Rent - Claire”

“The suburb reviews are handy because they are comments by real people - Sue”

The makeup of renters in Australia is changing, the fastest growing segment are what we call our “logical renters” and is typically a younger professional person. They are renting because it makes sense for them, maybe they have taken that great job opportunity in Sydney or moved temporally to Melbourne for study – they are smart, practical and expect a level of service that the industry has struggled to deliver.

# Improved Engagement = Improved Revenue

Our focus on improving the customer experience allows us to position relevant products to our customers (through either site visits or the Renter Resume process)



# Diversifying Revenue Streams

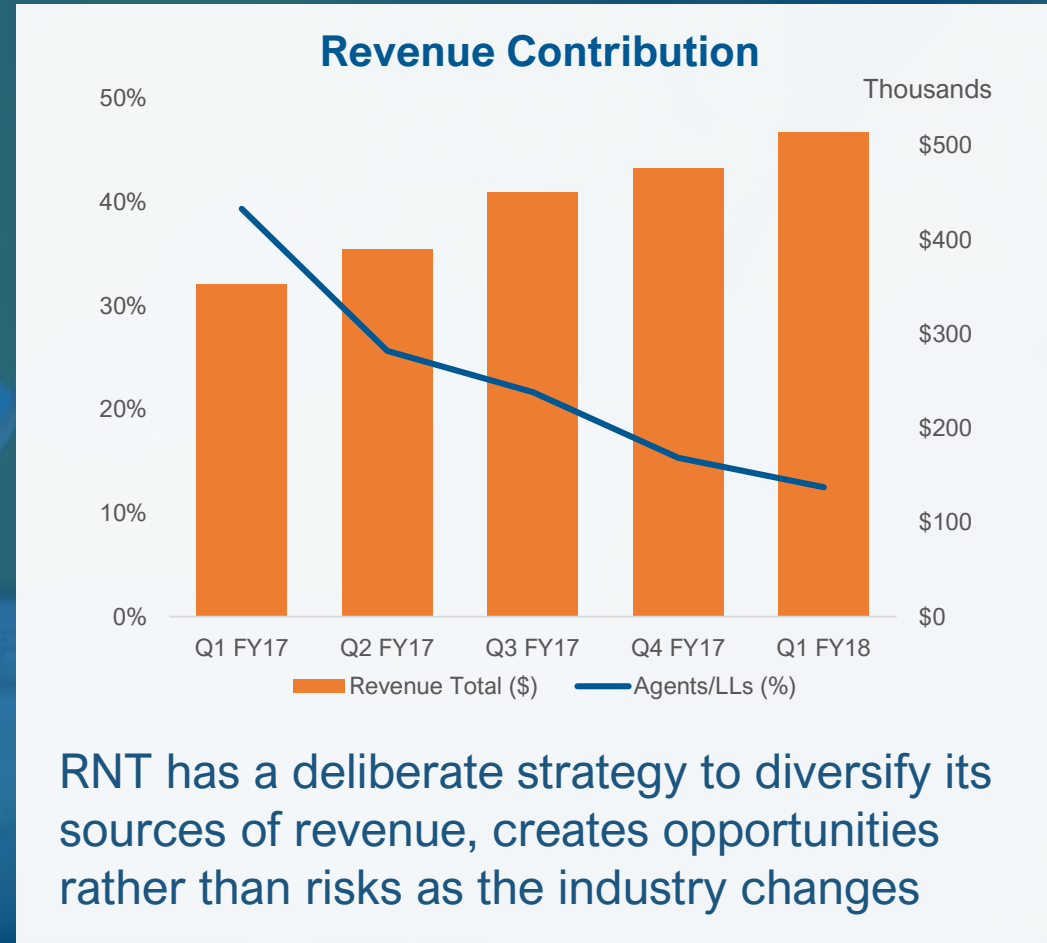
- REA and Domain are well established, successful, with a co-dependent relationship with Agents.
- No real incentive to change
- Industry disruption from new/existing entrants expected to accelerate in FY18/19, increasing the pressure on our Agent Partners

**The Sydney Morning Herald**

Real estate, the next tech disruption waiting to happen

**THE AUSTRALIAN**

Renters arise, your tech time is now and agents are in danger

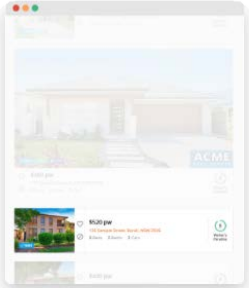
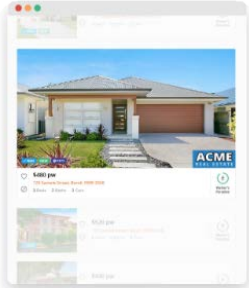
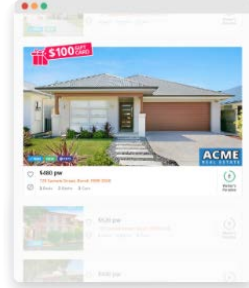




# Allows the “Freemium” listing model to develop

## This is where we are!

- The first major real-estate portal to offer free listings to all Agents
- Largest real-estate portal in the country allowing private landlords to advertise
- 3<sup>rd</sup> Highest ranked Real Estate Website (#1 for Rentals)
- Approximately 90% of all national rental property listings are on Rent.com.au

Basic Plan	Highlight Plan	Smart Plan
<b>FREE</b>	<b>\$10 per listing</b>	<b>Pay nothing</b>
Advertise on rent.com.au for free	Maximum exposure with total flexibility	Unless we find you a tenant!
<a href="#">Contact us</a>	<a href="#">Contact us</a>	<a href="#">Contact us</a>
		

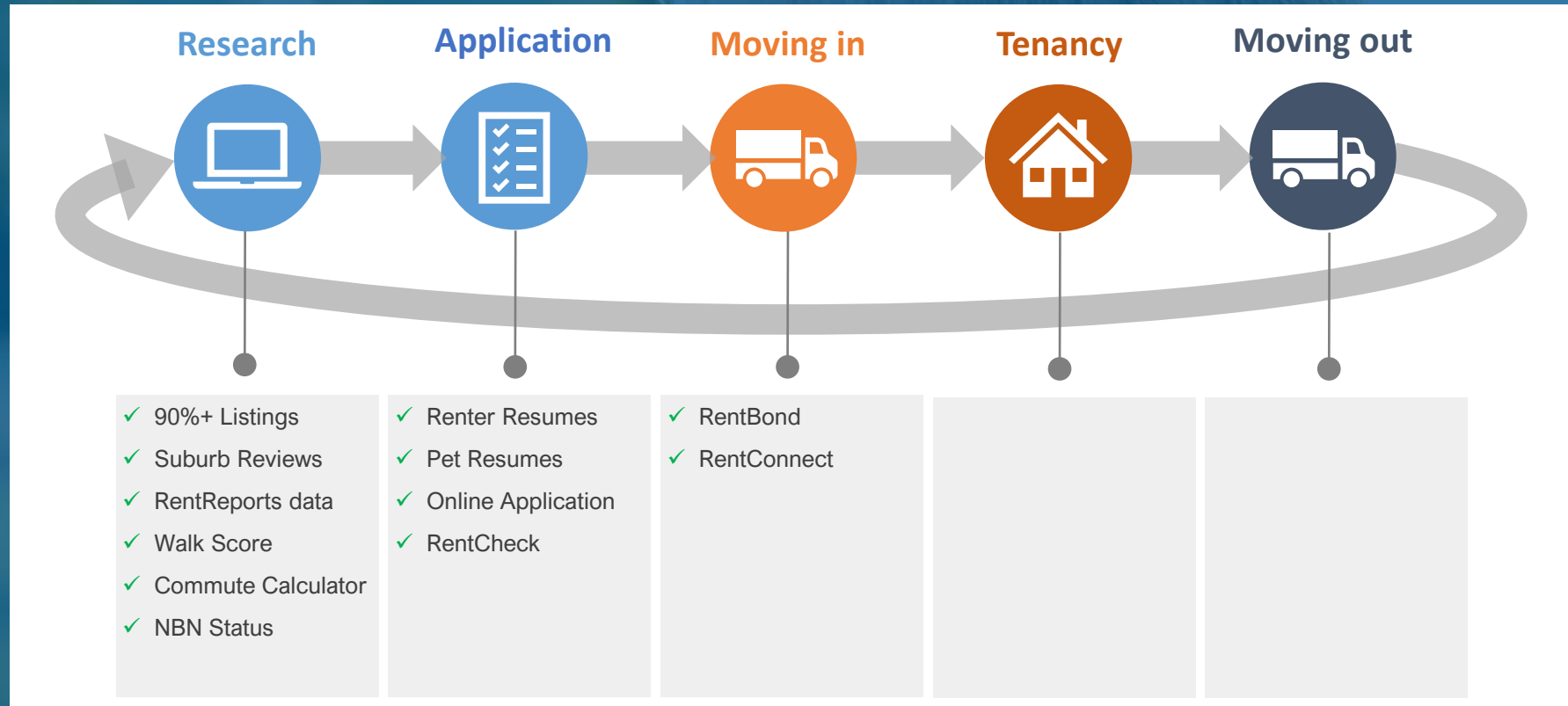
A November 2017 review of the last 275,000 properties leased nationally shows that our Smart and Highlight Plans deliver:

- **55% more enquiries**
- **51% more views**

than standard free listings  
= less time on market  
= better return for landlords.

# Building long term renter relationships

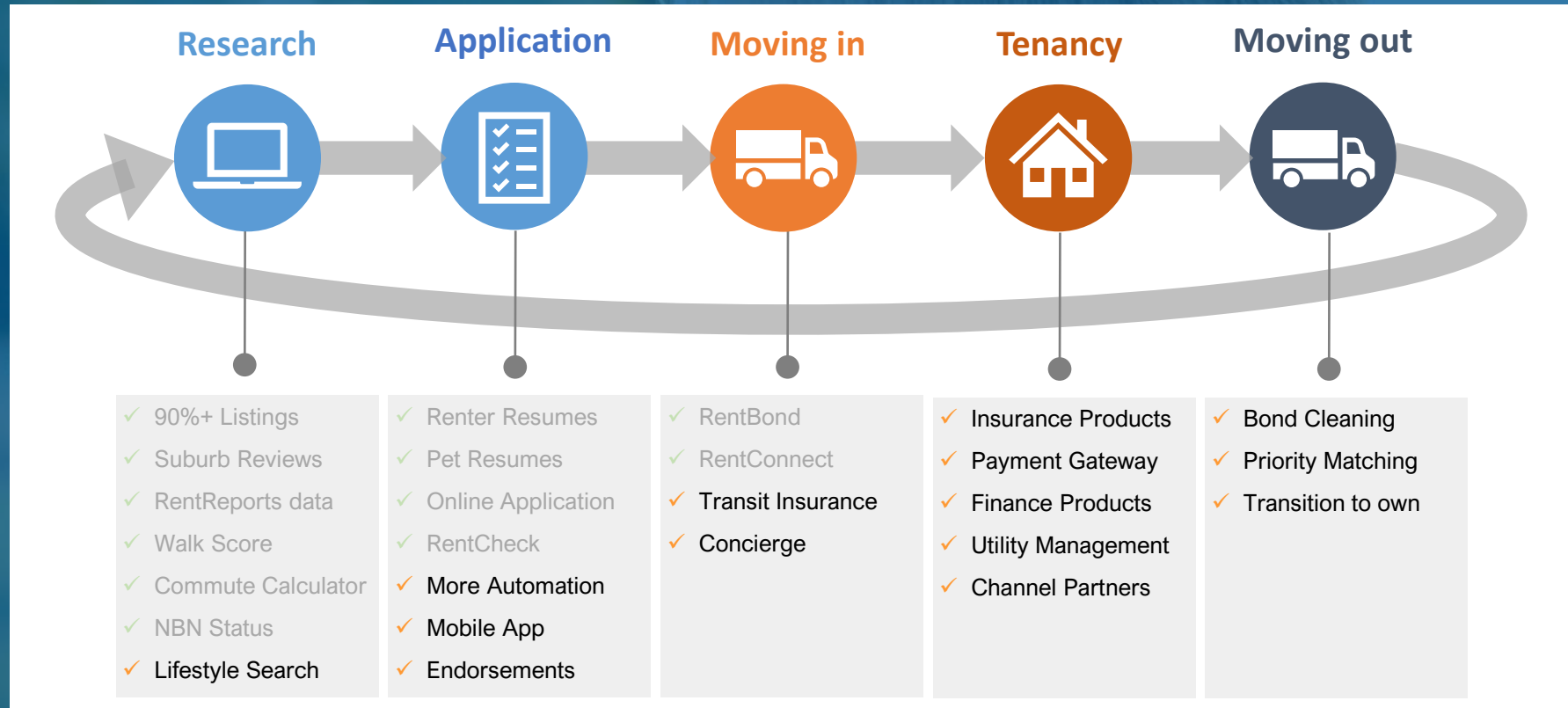
RNT will become an integral part of every step of the renter's journey, creating new revenue opportunities and a network of loyal renters



The last 12 months required a focus on maximising the search/application experience and providing relevant products that add value at the initial stages of renting – building a relationship with our customer

# Building long term renter relationships

RNT will become an integral part of every step of the renter's journey, creating new revenue opportunities and a network of loyal renters



The next 12 months will see RNT build on our customer relationships and release products that help renters at all stages of the rental cycle



# Delivering on our promises

12 months ago we explained the need for RNT to pivot – to be relevant we needed to be different, we needed to listen to the customer.

We have delivered, customers have responded and we now have the platform to extend our products/services across the full renting lifecycle.

## HORIZON 2

- Transactional Products
- Lifecycle relationship

## HORIZON 1

- Extend the customer relationship beyond search
- New “Tenancy” Products

## ✓ COMPLETE

- Improve Customer Experience (Renter Resume, Web Improvements)
- Renter Products (240% increase in product revenue over the past 12 months)

## ✓ COMPLETE

- Define our Purpose (focused on the Customer, add value)
- Costs Under Control (50% cost reduction over past 12 months)

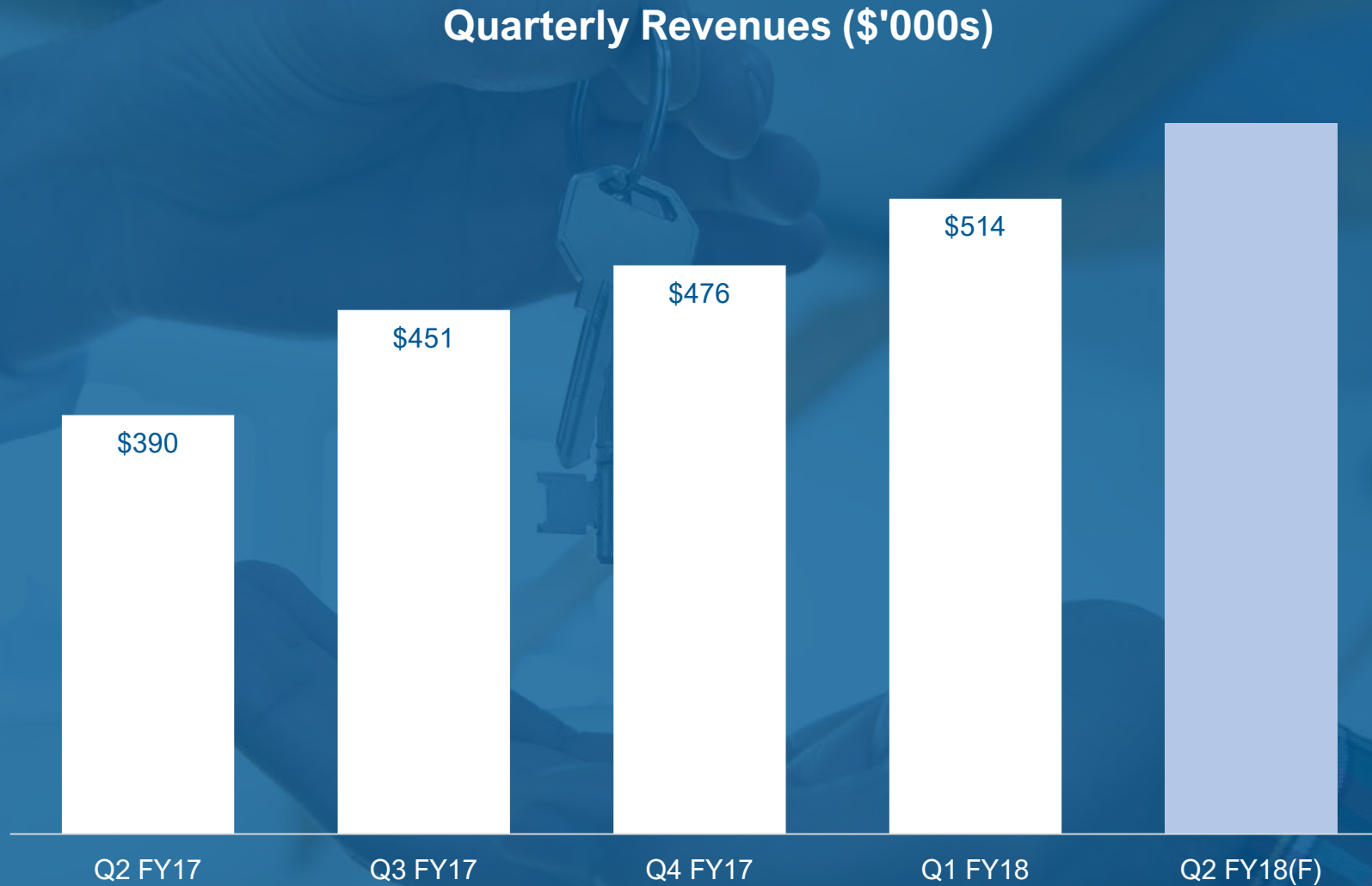
Growth

# Financial Outlook

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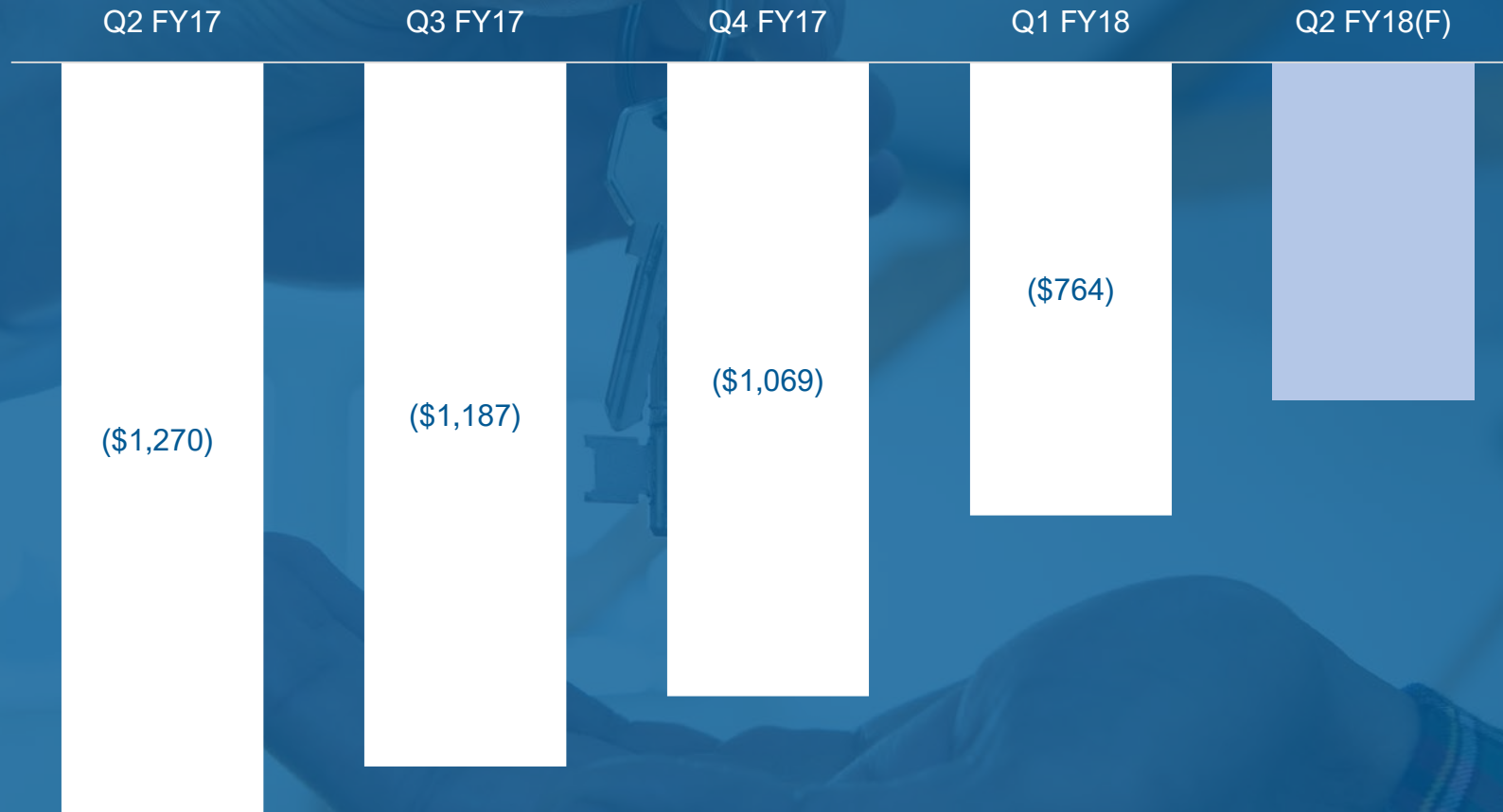
# Revenue still growing consistently





# Targeting EBITDA positive in FY18

## Underlying EBITDA (Quarterly - \$'000s)



## RNT has a strong board, supportive shareholders and is well-funded

### Financial information

Cash on hand at 31 Oct 2017	\$2.0m
Dec 2017 QTR forecast cash burn	(\$0.55m)
Quarters cash remaining <i>(at Dec 2017 QTR forecast cash burn)</i>	4.0
Date in 4 quarters	September 2018
RNT breakeven guidance	by June 2018

- At this point RNT does not believe a capital raising is required given current low cost base and growing revenues.
- Previous guidance for breakeven during FY18 is maintained.
- RNT is confident of funding support if required.

### Large Shareholders Increase Holdings

- Continued strong support from our larger shareholders with the Top 30 increasing their position in the business.
- Board, Management and staff have also demonstrated their belief in the business by increasing their holdings throughout FY17.

### Notable Shareholder groups keep increasing their holdings

	Nov 2016	Aug 2017	Nov 2017	
Current Top 30 (ex. Board/Staff)	40.8%	43.4%	46.9%	↑
Board & Staff	10.9%	12.8%	13.3%	↑
<b>Top 30 plus Board &amp; Staff</b>	<b>51.7%</b>	<b>56.2%</b>	<b>60.2%</b>	<b>↑</b>

A photograph of a woman and a young child in a backyard. The woman is sitting on the ground, looking up and smiling, while the child stands next to her. The entire image is covered with a semi-transparent blue filter. The text "Thank You Any Questions?" is centered over the image in a white, sans-serif font.

Thank You  
Any Questions?