

5th March 2024

ASX Announcement

New CEO to drive US monetisation and growth

RMA Global Limited (ASX: RMY) (RMY or the Company) is pleased to announce the appointment of **Jim Crisera** as the Chief Executive Officer, effective 11th April. Mr. Crisera brings a wealth of experience in the property technology sector and will become the company's first US based CEO to spearhead RMY's expansion in the US market while also strengthening the business in Australia & New Zealand (ANZ).

Mr. Crisera is an executive leader with over 25 years' experience in sales, marketing, customer success, finance and operations, including a proven track record in scaling software as a subscription (SAAS) businesses through customer focus and innovation. He joins RMY from MoxiWorks in Seattle, where under his leadership as Chief Operating Officer, the company was recognized as one of the fastest growing property technology companies in the US over several years.

RMY's Chairman Mr. David Williams said "Mr. Crisera will inherit an impressive building bloc in the US comprising over 272,000 agents who have engaged with our platform. His immediate focus will be to implement strategies to increase the number of agents on our platform paying for our services. I am confident he has the industry relationships that can help us do this."

Mr. Williams said Mr. Crisera is uniquely positioned to introduce industry leaders at the highest level. "Mr. Crisera has strong experience in cultivating relationships at the C-Suite level with agencies and brokerages in the US as well as connections with the key players in ANZ. As we continue to strengthen our position as the leading digital marketing technology in the real estate sector, he will play a pivotal role in executing our strategic vision."

Mr. Williams went on to say, "Mr. Crisera's key and exciting strength is the ability to drive our growth from the top leaders down, whereas we have driven our success from the individual agent up."

Commenting on his appointment, Mr. Crisera said he was excited about joining the business and the opportunity to leverage RMY's success in ANZ to drive further growth in the US market. "Most people select their agent through a referral or by having used an agent in the past. RMY's ability to simplify and

automate the collection and promotion of client testimonials gives the agents a significant advantage to build an online presence and stand out to potential buyers or sellers. RMY's software has been highly effective in the ANZ market and demonstrated great early momentum in the US. We hope to capitalise on these successes to drive growth further in the US and help high quality agents stand out and secure listings."

Mr. Williams said, "Mr. Crisera is expected to be in Melbourne on the 11th April to meet and work with the team and the board. In addition, he will have introductory sessions with key customers, shareholders, analysts, and investors."

Mr. Williams thanked Directors Ashley Farrugia and Shane Greenan for providing leadership to the company through the transition period. They will continue in their roles as Interim CEO and Interim COO respectively until Mr. Crisera commences as CEO in early April, and then return to their roles as non-executive directors.

Biography of Jim Crisera



During his 25 years working with enterprise software and SaaS companies, Mr. Crisera has earned a reputation as a transformative growth leader. He has delivered results and guided startups into becoming global customer focussed brands through innovation and commercial rigour while developing deeply motivated and aligned teams by fostering a growth mindset.

In 2023, Mr. Crisera spearheaded the monumental integration of MoxiWorks offerings into the Anywhere network of brokerages, marking one of the largest technology rollouts in real estate history. He also took Moxiworks to new heights of growth, earning a coveted spot on the Inc. 5000¹ list as one of America's fastest growing private companies. The experience used Mr. Crisera's industry relationships at the highest level of brokerages and the industry generally.

Mr. Crisera holds a Bachelor in Arts from the University of California in Los Angeles and has previously been a Certified Public Accountant.

1. Inc. 5000 is a prestigious list of 5000 of the fastest-growing private companies in the USA compiled by Inc. Magazine

Summary of key terms of Mr. Crisera's employment

Commencement Date

11th April 2024

Remuneration

Gross Base Salary: US\$300,000

401(k): 4% matching employee contributions based on salary

Short term incentive (STI):

- Variable compensation plan of up to 30% of base (capped with a minimum threshold set by board) paid annually in arrears following the release of RMA Global Limited's consolidated audited full year results.
- STI for the remainder of FY24 will be combined with STI for FY25.
- STI metrics and targets will be set annually by the Board in line with RateMyAgent's fiscal year ending on June 30th and may be amended from time to time.
- The targets for the first year of the STI shall be based on (i) Annual Recurring Revenue (ARR) growth (60% weighting) and (ii) Rule of 40 (40% weighting).

Long term incentive (LTI):

An equity based long term incentive will be put in place once Mr. Crisera starts his Term.

Termination and Notice

Either Mr. Crisera or the company may terminate the agreement at any time and without the need to have or give any cause or reason for such termination by providing 3 months written notice.

This announcement has been authorised for release by RMY Chairman, David Williams.

Further information:

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