

ASX Announcement

26 April 2022

Quarterly business update and Appendix 4C

STRONG AGENT ENGAGEMENT IN US DRIVING PAID SUBSCRIPTIONS

Highlights

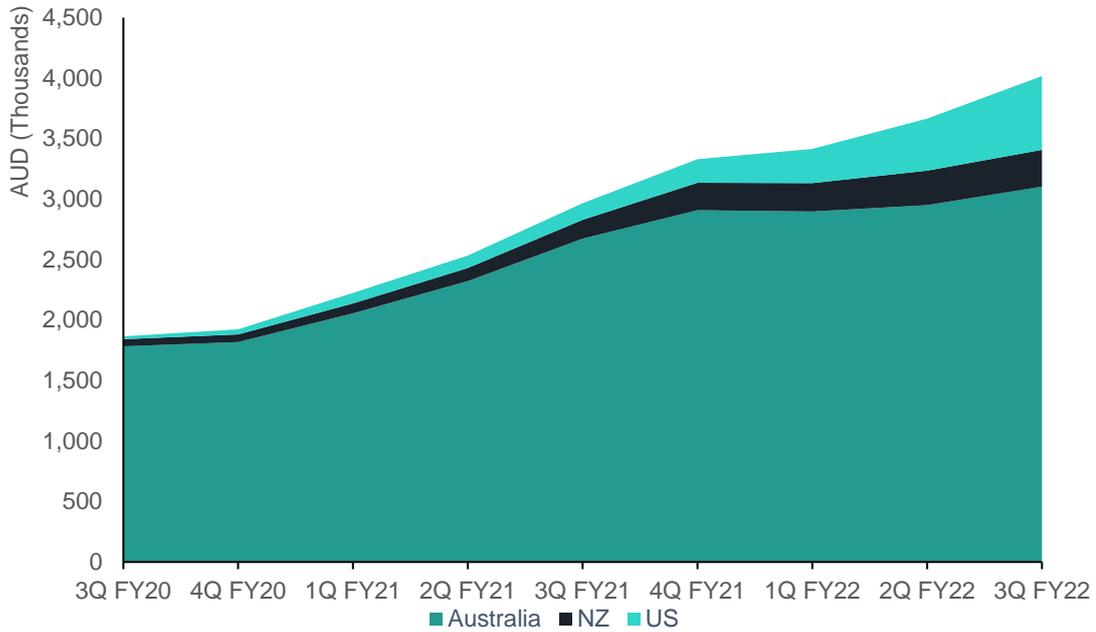
- **US:**
 - 204,000 agents on the platform. At 31 March 2022: 199,000, up 77% YoY.
 - 362,000 reviews on the platform. At 31 March 2022: 346,000, up 231% YoY.
 - US subscription ARR at March 2022 of AUD \$1.8m, up 240% on March 2021.
- **Headline revenues:**
 - Recurring revenue in 3Q FY22 of \$4.0m, up \$1.0m (35%) from 3Q FY21.
 - Group ARR of \$17.2m, up 30% from March 2021.
- **Cashflow:** Net receipts from customers in 3Q FY22 of \$4.5m, up \$0.9m (24%) from 3Q FY21.
- **Australian and New Zealand revenues:** consistent Australian subscriptions, but strong growth in Promoter revenue and New Zealand subscriptions.

RMA Global Limited (ASX: RMY) (“the Company” or “RMA”) is pleased to announce that the March 2022 quarter has seen a further consolidation of the success of the previous two quarters, achieving records in key metrics including agents on the platform, reviews, cash incomes and revenue.

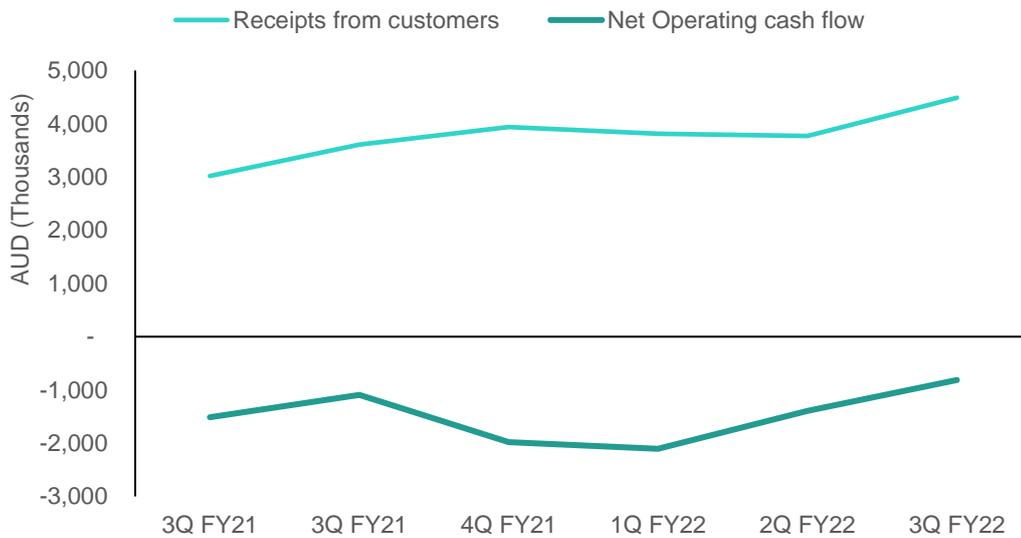
Commenting on the March Quarter results, RMA Global’s CEO, Mr. Michael Davey, said “I am delighted with how the business is building, hitting new records in all geographies for cash flows and revenues.”

He said that, “With a strong pipeline of active agents on our platform, we anticipate delivering strong results in the coming quarter and being cash flow positive this calendar year.”

Group revenues by geography



Quarterly cash flows



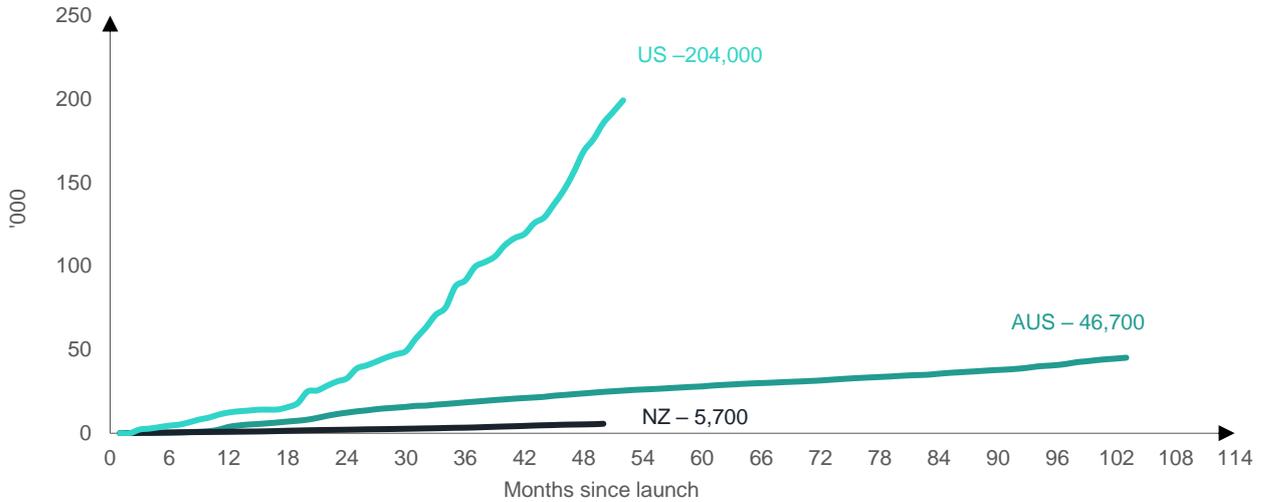
USA

Agents on the platform and reviews

The US focus for FY22 is to drive growth in agents and usage of the platform. As at 31 March 2022 agents had c.346,000 reviews on the US platform, a 241,000 (231%) increase on March 2021. A third of US reviews were generated in 2Q FY22 alone which shows growing agent engagement with the platform.

At 31 March 2022 there were c.199,000 US agents on the platform, up 77% YoY. There are almost five times more US agents on the platform than in Australia.

Agents on the RMA platform



Once on the platform, agents collect reviews to attach to, and improve, their profile. This engages agents with the platform and encourages them to collect more reviews and ultimately take up a subscription and benefit from the additional features RMA offers. Agent reviews are a leading indicator of paid subscriptions.

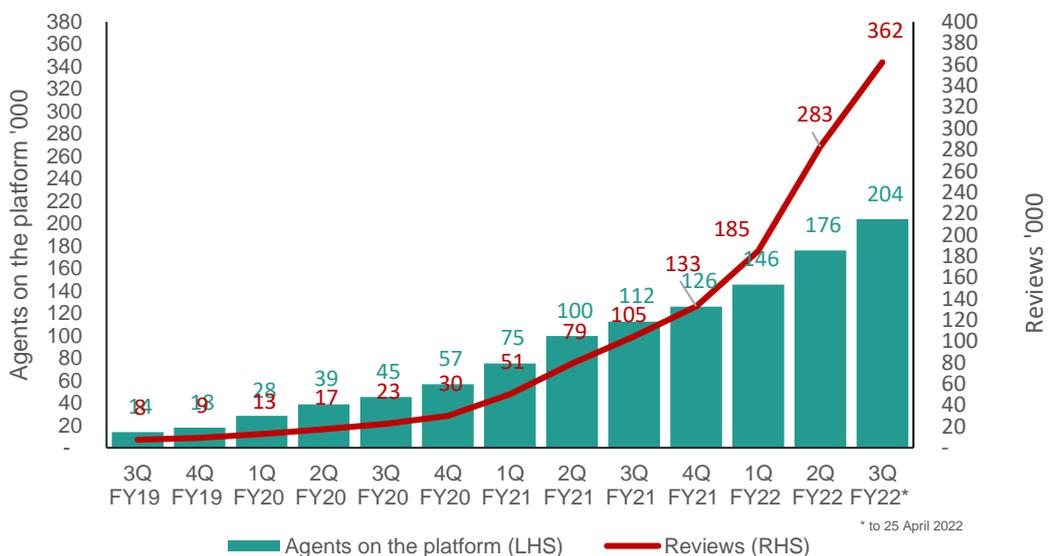
Reviews, which are cumulative, are significantly outpacing new profile claims as agents on the platform continue selling properties. The more reviews an agent has on their profile, the more valuable their profile is to them and to property owners searching to employ an agent.

RMA has implemented several Initiatives to accelerate review growth including:

- Agent leaderboard, which provides a comparable analytics dashboard of reviews collected vs properties sold for all agents in the agents’ area. This is also a core driver of the Ratemyagent Awards; and
- Continued automation of agent workflow systems, making review collection a seamless, automated part of an agent’s regular processes.

This acceleration in review collection is reflected in the chart below. As at 31 March 2022 there were c.346,000 reviews on the US platform, a c.241,000 (231%) increase on March 2021.

Agents on the platform vs reviews (cumulative)



US Revenue

Monetisation initiatives delivered in the last quarter expanded the subscription product offering and made it easier for an agent to start a paid subscription. The Company introduced a 2-week trial period for all US subscriptions and launched a 'lite' tier priced at US\$19 per month.

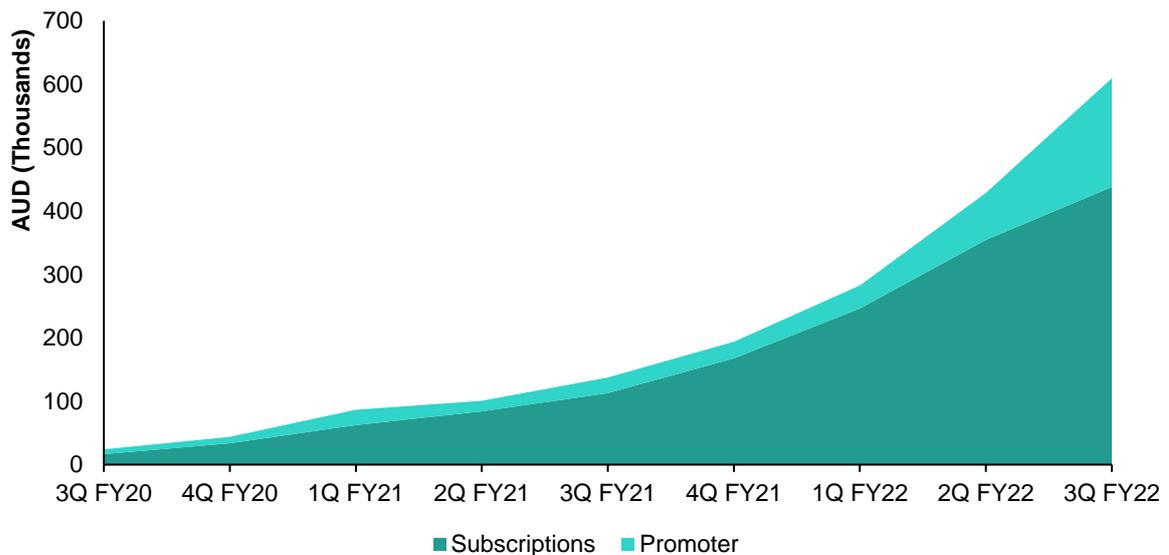
RateMyAgent now has an easy product entry-point to cater for the core group of c.300,000 agents that we believe sell c.80% of properties. drive the sector, as well as the large pool of low-transaction agents trying to be recognised and grow their business.

Initial results are encouraging, with over 300 trials initiated in March with a c.74% conversion rate from trials to a paid subscription.

In 3Q FY22, c.AU\$438k in subscription revenue was earned, up 24% over 2Q FY22 and 289% over 3Q FY21.

We have also seen accelerated Promoter revenue driven by the RMA Awards and sales activity. Promoter revenue has grown to \$171k in 3Q FY22, up 131% over 2Q FY22 and 588% over 3Q FY21.

US quarterly revenues



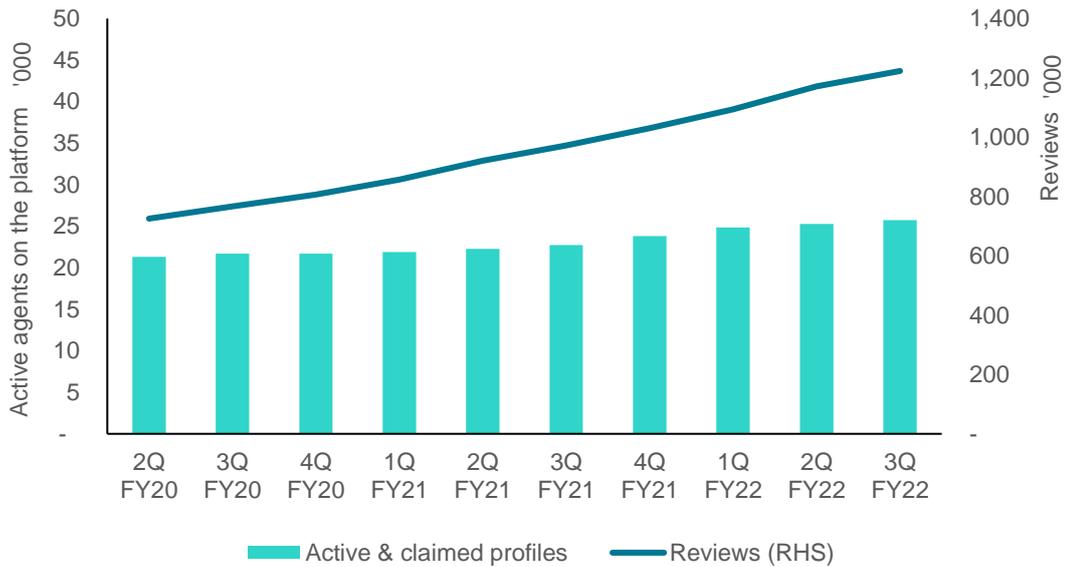
Australia and New Zealand

Agents on the platform and reviews

At 31 March 2022 there were c.33,300 active agents in the market. Of these, c.25,700 (77%) active agents were on the platform, up 3,100 YoY. RMA defines an active agent as an agent with at least one property sale in the last 12 months.

Over RMA's history, 46,700 agents have claimed their profiles as at 14 April 2022 and collected over 1.24 million reviews. These review numbers are behind our confidence that the US reviews are likely to grow very quickly

Australia - Active agents on the platform vs reviews (cumulative)



In New Zealand 5,700 agents have claimed their profiles and collected 52,800 reviews.

The Australian and New Zealand experience of multiple reviews per agent is strong evidence of engagement with the platform and what we expect to see in the US.

ANZ Revenue

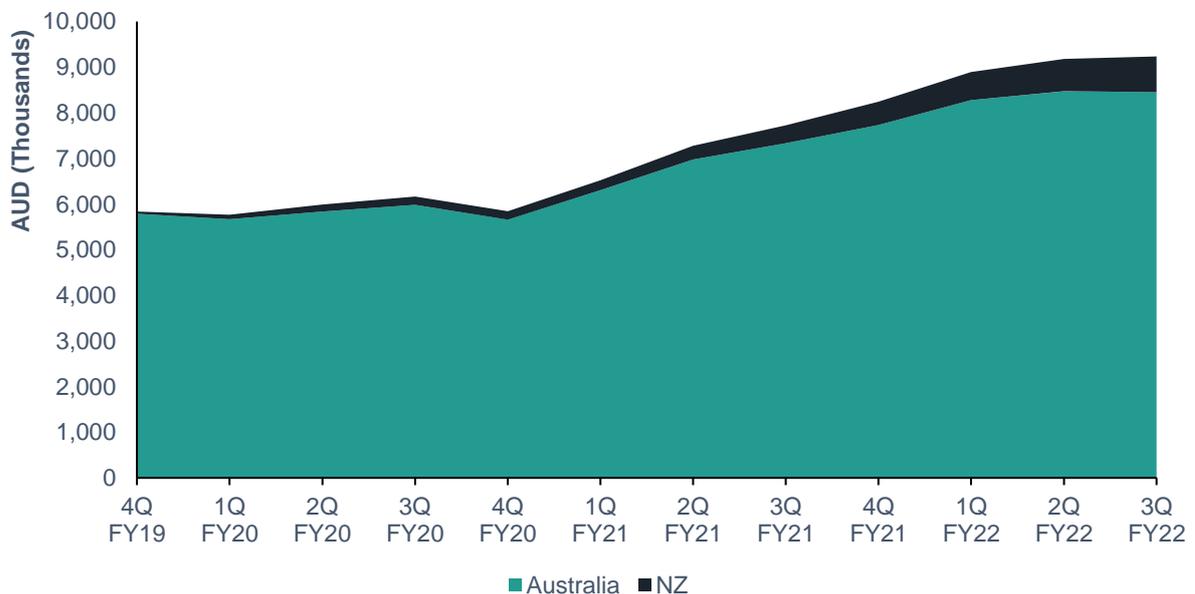
Subscriptions

The Company’s growth initiatives and product offering facilitated ongoing growth in ANZ.

New Zealand is showing strong growth where quarterly subscription revenues have more than doubled from c.97k in 3Q FY21 to almost \$200k in 3Q FY22.

Australian subscriptions remain strong, despite a seasonal slowdown due to the January holidays. Just over \$2.1m was generated in subscriptions in 3Q FY22, up 16% on 3Q FY21.

ANZ Subscription ARRR



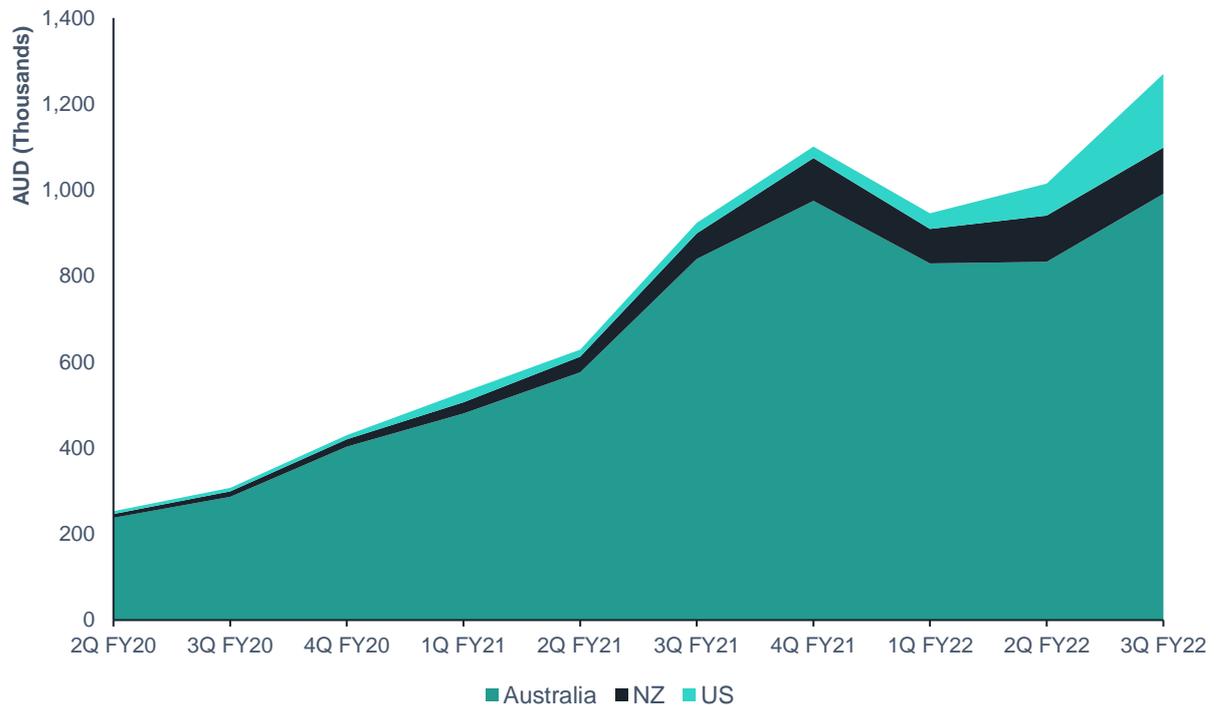
Promoter

Promoter is a digital advertising product which enables agents and agencies to showcase their reviews and profile across social media platforms and Google. Revenues are more seasonal than subscriptions and were boosted following the RMA Awards in February.

US Promoter revenues are growing the fastest with just over AU\$170k generated in 3Q FY2022, up 131% on 2Q FY22 and 588k% on 3Q FY21.

Globally, Promoter revenues in 3Q FY22 of c.\$1.3 million are up 25% compared with 2Q FY22 and up 37% compared with 2Q FY21.

Promoter revenue



Mr. Davey said, “I am extremely pleased with our progress in the US. We have more agents than ever on our platform collecting reviews. Agents are realizing the value that our paid products provide, and the momentum is growing. We continue to focus on building a solid foundation for our platform, to consistently deliver value to our agents and grow our recurring revenue business.”

Cash flow and net cash position

- **Cash receipts from customers** in 3Q FY22 of \$4.5m, up 24% from 3Q FY21 up 19% on 2Q FY22.
- **Operating cash outflow** for the quarter was c.\$814k, an improvement of \$580k (42%) from 2Q FY22 driven by increased revenues. YoY operating cash flows for 3Q FY22 improved \$279k (26%) over 3Q FY21, with the increase in cash income partly offset by increased investment in staff and infrastructure to expand the product offering and grow pipeline metrics and subscriptions in the US.
- **Cash on hand** as of 31 March 2022 was \$6.3m.

Authorised for release by the Company Secretary, Scott Farndell

Further information:

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Appendix 4C

Quarterly cash flow report for entities subject to Listing Rule 4.7B

Name of entity

RMA Global Ltd

ABN

69 169 102 523

Quarter ended ("current quarter")

31 March 2022

Consolidated statement of cash flows	Current quarter \$A'000	Year to date (9 months) \$A'000
1. Cash flows from operating activities		
1.1 Receipts from customers	4,488	7,584
1.2 Payments for		
(a) research and development	(474)	(1,112)
(b) product manufacturing and operating costs	-	-
(c) advertising and marketing (mainly Promoter costs)	(881)	(2,746)
(d) leased assets	(88)	(263)
(e) staff costs	(3,357)	(10,000)
(f) administration and corporate costs	(533)	(1,826)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	1	5
1.5 Interest and other costs of finance paid	-	-
1.6 Income taxes paid	-	-
1.7 Government grants and tax incentives	30	30
1.8 Other (provide details if material)	-	-
1.9 Net cash from / (used in) operating activities	(814)	(4,314)
2. Cash flows from investing activities		
2.1 Payments to acquire or for:		
(a) entities	-	-
(b) businesses	-	-
(c) property, plant and equipment	(16)	(68)
(d) investments	-	-
(e) intellectual property	-	-

Consolidated statement of cash flows	Current quarter \$A'000	Year to date (9 months) \$A'000
(f) other non-current assets	-	-
2.2 Proceeds from disposal of:		
(a) entities	-	-
(b) businesses	-	-
(c) property, plant and equipment	-	-
(d) investments	-	-
(e) intellectual property	-	-
(f) other non-current assets	-	-
2.3 Cash flows from loans to other entities	-	-
2.4 Dividends received (see note 3)	-	-
2.5 Other (provide details if material)	-	-
2.6 Net cash from / (used in) investing activities	(16)	(68)

3. Cash flows from financing activities		
3.1 Proceeds from issues of equity securities (excluding convertible debt securities)	-	-
3.2 Proceeds from issue of convertible debt securities	-	-
3.3 Proceeds from exercise of options	-	-
3.4 Transaction costs related to issues of equity securities or convertible debt securities	-	-
3.5 Proceeds from borrowings	-	-
3.6 Repayment of borrowings	-	-
3.7 Transaction costs related to loans and borrowings	-	-
3.8 Dividends paid	-	-
3.9 Other (provide details if material)	-	-
3.10 Net cash from / (used in) financing activities	-	-

4. Net increase / (decrease) in cash and cash equivalents for the period		
4.1 Cash and cash equivalents at beginning of period	7,148	10,700
4.2 Net cash from / (used in) operating activities (item 1.9 above)	(814)	(4,314)
4.3 Net cash from / (used in) investing activities (item 2.6 above)	(16)	(68)

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (9 months) \$A'000
4.4	Net cash from / (used in) financing activities (item 3.10 above)	-	-
4.5	Effect of movement in exchange rates on cash held	(9)	(9)
4.6	Cash and cash equivalents at end of period	6,309	6,309

5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter \$A'000	Previous quarter \$A'000
5.1	Bank balances	6,309	6,309
5.2	Call deposits	-	-
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
5.5	Cash and cash equivalents at end of quarter (should equal item 4.6 above)	6,309	6,309

6.	Payments to related parties of the entity and their associates	Current quarter \$A'000
6.1	Aggregate amount of payments to related parties and their associates included in item 1	(384)
6.2	Aggregate amount of payments to related parties and their associates included in item 2	
<i>Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments.</i>		

Quarterly cash flow report for entities subject to Listing Rule 4.7B

7. Financing facilities	Total facility amount at quarter end \$A'000	Amount drawn at quarter end \$A'000
<i>Note: the term "facility" includes all forms of financing arrangements available to the entity.</i>		
<i>Add notes as necessary for an understanding of the sources of finance available to the entity.</i>		
7.1 Loan facilities	N/A	N/A
7.2 Credit standby arrangements	N/A	N/A
7.3 Other (please specify)	N/A	N/A
7.4 Total financing facilities	N/A	N/A
7.5 Unused financing facilities available at quarter end		N/A
7.6	Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.	

8. Estimated cash available for future operating activities	\$A'000
8.1 Net cash from / (used in) operating activities (item 1.9)	(814)
8.2 Cash and cash equivalents at quarter end (item 4.6)	6,309
8.3 Unused finance facilities available at quarter end (item 7.5)	-
8.4 Total available funding (item 8.2 + item 8.3)	6,309
8.5 Estimated quarters of funding available (item 8.4 divided by item 8.1)	7.8
<i>Note: if the entity has reported positive net operating cash flows in item 1.9, answer item 8.5 as "N/A". Otherwise, a figure for the estimated quarters of funding available must be included in item 8.5.</i>	
8.6 If item 8.5 is less than 2 quarters, please provide answers to the following questions:	
8.6.1 Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?	
Answer: N/A	
8.6.2 Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?	
Answer: N/A	
8.6.3 Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?	
Answer: N/A	
<i>Note: where item 8.5 is less than 2 quarters, all of questions 8.6.1, 8.6.2 and 8.6.3 above must be answered.</i>	

Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Date: 26/04/2022

Authorised by: the Board
(Name of body or officer authorising release – see note 4)

Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [name of board committee – eg Audit and Risk Committee]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.