

ASX Announcement

12th March 2024

RENTPAY ADDS NEW REWARDS OFFERING TO ITS PLATFORM

Rent.com.au Limited (ASX:RNT) ('Rent.com.au' or 'the Company'), Australia's website made for renters, is pleased to announce that it has partnered with Paylab Pty Ltd ('Paylab') to provide functionality for RentPay customers to earn cash rewards on a wide range of purchases, and for Paylab customers to have their rewards applied to their RentPay account to lower their rent.

KEY HIGHLIGHTS

- › Paylab provides instant cash rewards of up to 15% on many of Australia's favourite retailers.
- › RentPay customers can earn cash rewards on a wide range of purchases via Paylab.
- › RentPay and Paylab customers can use their instant cash rewards to pay rent via RentPay.
- › Follows recent launch of Click-to-Pay with Mastercard, and Alipay/WeChat Pay/UnionPay.

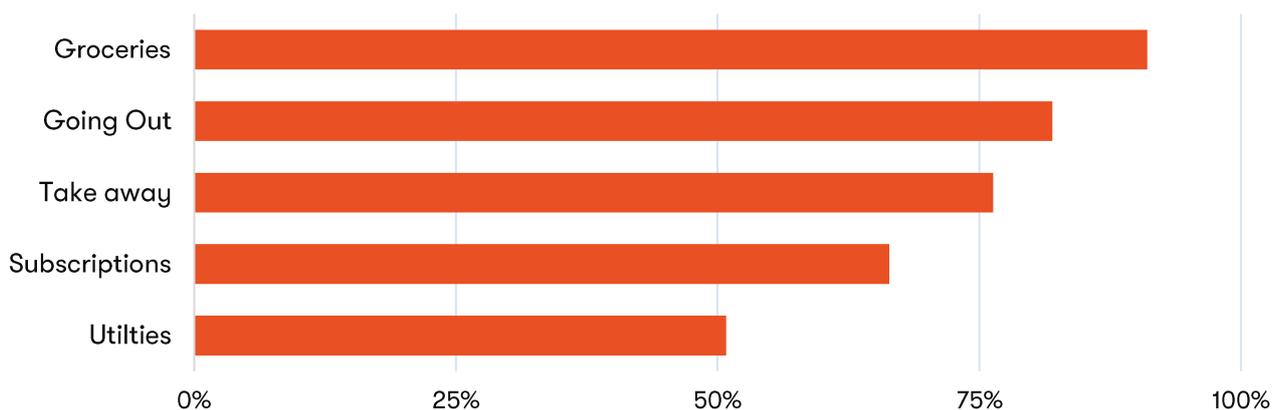
OVERVIEW

"Rewards are an area of interest for us in our aim of making a renter's money work harder for them. Our desire has been to create a link between a customer's normal spending activity and a discount on their rent," said Rent.com.au CEO Greg Bader.

"For most people their rent is their largest expense and because it's non-discretionary the ramifications for missing payments can be significant – especially in an incredibly tight rental market such as we are currently experiencing. RentPay aims to help renters with that through its core offering of providing choice in timing and methods of paying rent as well as through add on features like cashback on energy costs and now also on other purchases.

"We recently surveyed over 1,000 renters about their cost of living pain points and what areas of their current spending that they were making changes to. Somewhat surprisingly, 90% of the renters indicated that they were making changes to their grocery shopping, ahead of more discretionary things like going out, take aways and subscription services," said Mr Bader.

COST OF LIVING - WHAT CHANGES HAVE YOU MADE TO YOUR SPENDING*



* Source: Rent.com.au Renter Survey, February 2024. Number of respondents = 1,200

COMMENTARY

“While it makes sense that people are tackling their bigger expenses to save money, by looking a little closer at their comments we can see this goes much deeper than simply looking for specials or bulk items. People are actively taking the initiative to explore ‘tips and tricks’ to permanently reduce their costs for the weekly shop.

“This is where our new offering comes into its own. The Paylab experience is intuitive, and their model is quite simple and innovative. Their app allows you to instantly purchase a gift card for the exact purchase amount at the checkout either online or in person and then apply to pay for your shop. Between 3% to 15% in instant cash rewards is earned and, with our integration, can be applied straight to the customers RentPay wallet to offset some of their rent cost. There’s no waiting for 60-90 days to get rewards like other rewards schemes.

“What makes this especially attractive is that Paylab’s partners are the major brands renters already shop at, from Coles and Woolies for their groceries, through to Ikea, Kmart and Bunnings for household items. This is a clear win-win for our customers,” Mr Bader explained.



Paylab founder, Mr Anthony Hausler commented, “Partnering with RentPay is fantastic. Their engagement with the 32% of the population that rent is second to none. Our integration with RentPay is unique in the market and means that renters don’t need to change their spending habits to actually save money on their rent – or to put it even simpler – their rental costs can be reduced just by doing what they’re already doing.

“RentPay is visible within the Paylab environment and of course, Paylab is visible within the RentPay world. We see this as a great opportunity to introduce Paylab customers to RentPay, a product that has similar core values to our own in terms of providing features and functionality to help customers get more from their everyday spending”.

OUTLOOK

“This is our first entry into the rewards space. It’s a relatively low-cost integration for both parties and fits squarely with our mission to make renting a more rewarding experience for the approximately 1 in 3 people who rent.

“For us there are a few aspects to the partnership in that, firstly, it feels like the right thing to do by providing a cost saving opportunity for renters. Then there’s the opportunity to open up a new channel for RentPay by generating greater awareness and thereby more customers.

“We will look to cross-promote our product with Paylab and by working closely with them, see where we can take the partnership. Cost of living is a real issue for renters and this product can deliver real savings to them,” finished Mr Bader.

ABOUT RENT.COM.AU

Rent.com.au (ASX: RNT) exists to make renting rewarding. Made for renters, RNT is reimagining the renting experience to create Australia's most empowered rental community.

OUR MISSION

Inspired by our customers, and through the clever use of technology, we deliver innovative solutions to remove the complexities of renting and create positive, lasting change.

OUR PRODUCTS

RENTCHECK

An easy way for a renter to verify their ID and check for any reported breaches in their tenancy history, giving them an edge on their application.

[Learn More](#)

RENTBOND

A move now, pay later product that helps renters bridge the gap from one rental to another by financing their bond online.

[Learn More](#)

RENTCONNECT

A free and connection service that makes moving hassle free AND provides the renter with a \$100 gift card to help them turn a house into a home.

[Learn More](#)

RENTER RESUME

Renters can streamline their rental search with Renter Resume. Creating it once and using it to apply for as many properties as they like.

[Learn More](#)

RENTPAY

Making rent money work for renters. Flexibility to choose how and when to pay, access emergency funds, build credit score and save.

[Learn More](#)