

**rmaglobal**

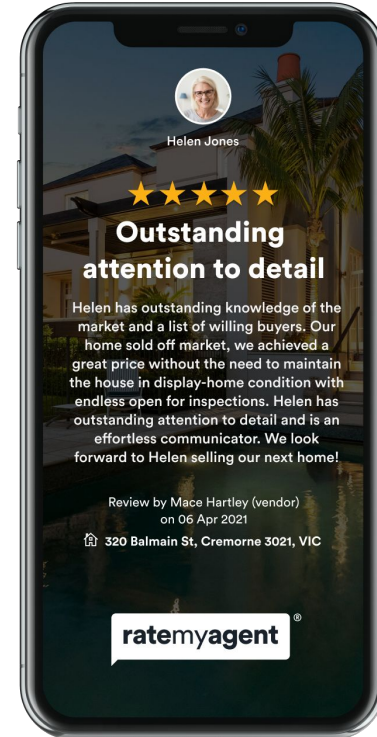
# Investor Presentation Bell Potter

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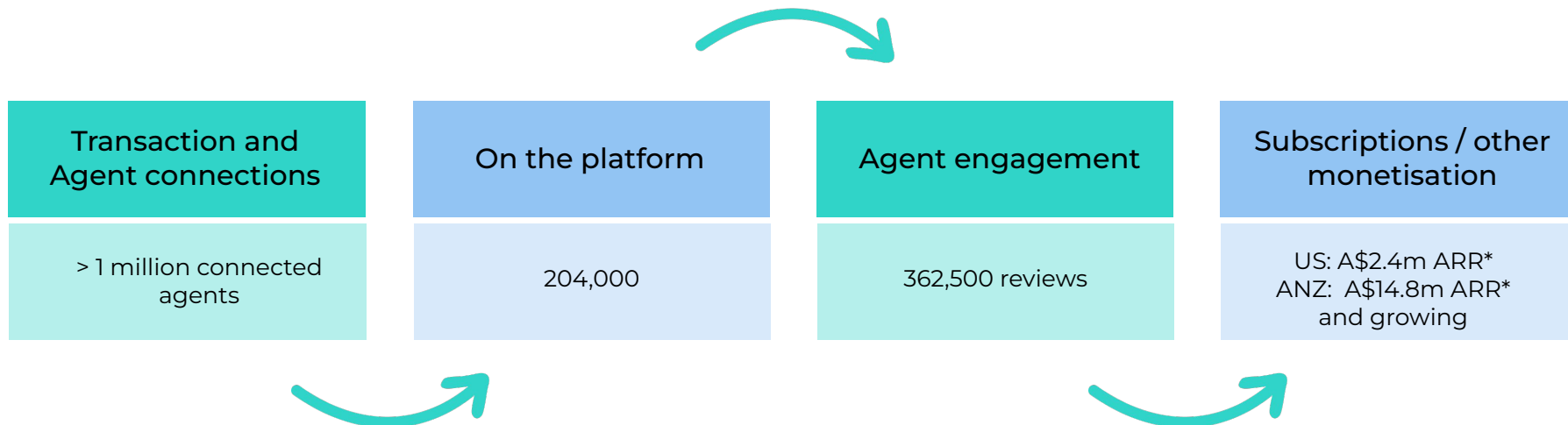
April 2022

# ASX:RMY Overview

- Comprehensive data on sale results for real estate agents and reviews of agent performance in Australia, New Zealand and the US
- Agents market themselves on the platform and on social media
- Sellers of property use our data to compare agents and to find an agent to sell their property
- Dominant in Australia (c.75% of active agents on the platform).
- Rapid growth in the US and New Zealand



# RMY focus on the path to monetisation in the US



**RE/MAX**



# Huge addressable market in US for RMY



Business Funnel	Australia	USA	AU extrapolation to US Market
Active Agents*	37,000	880,000	
Total claimed profiles**	46,500	204,000	
Active agents with a claimed profile	26,500	175,000	630,000
Number of reviews	1,170,000	362,500	27,828,387
Active agents under a paid subscription	12,200	3,500	290,000
Average ARR per subscription (AUD)	\$689	\$514	\$514
Subscription ARR (AUD)	\$8,400,000	\$1,800,000	\$149,142,857
Average Promoter campaigns per month ***	694	143	16,000
Promoter ARR (AUD)***	\$3,300,000	\$400,000	\$76,081,000

\* Active agents are agents with at least 1 sale in the last 12 months

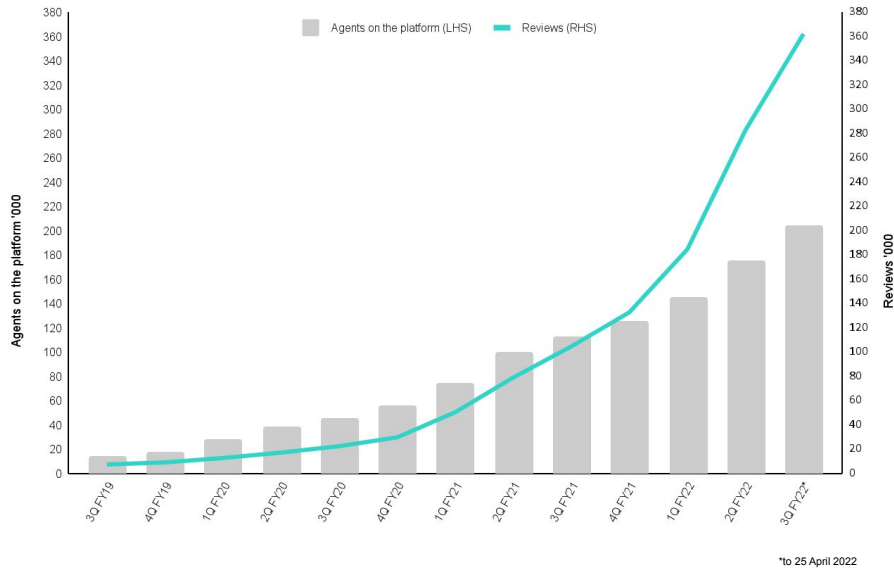
\*\*The Australian database history goes back further than what we have for the US, so proportionately more agents have exited the industry

\*\*\*Excludes Promoter for Listings and Promoter AdWords. Average campaigns calculated over 6 months to March 2021

Note: The above comparison is based on current pricing. Pricing is subject to change going forward

# Strong US review growth continues - total reviews in 3Q FY22 up 22.5% from 2Q FY22

## Agents on the platform vs reviews

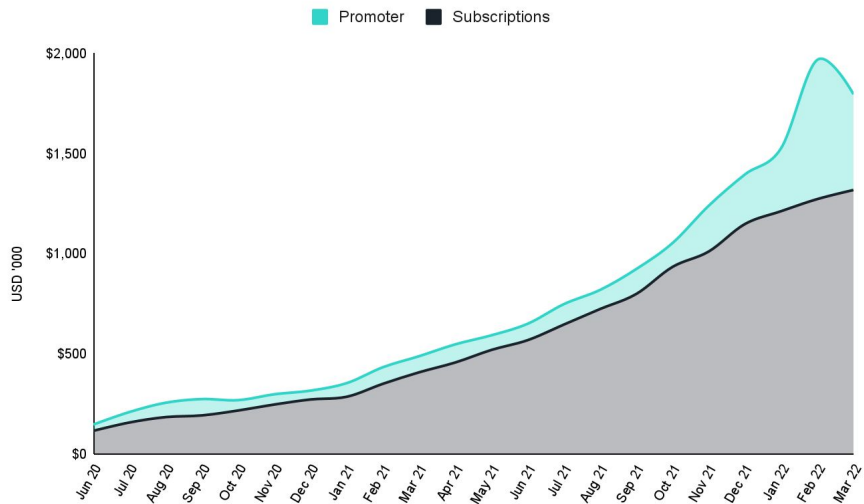


## Review growth strategy

- c.362,500 reviews on the platform
- Cleaner and more extensive agent data coverage
- Working more closely with major brokerages
- Focus on getting agents to 3+ reviews
- Review automation

# US Monetisation continues to increase

## Annualised Revenue Run Rate



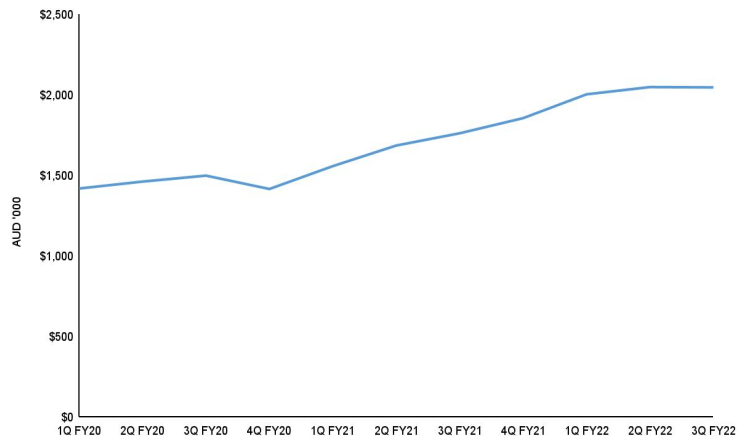
## Revenue growth

- New “Lite” subscription tier
- 14-day trial
- Agent Leaderboard
- Promoter sales commenced

# Australian subscriptions all-time high. Promoter up 37% 3Q FY22 vs 3Q FY21

## Subscription revenue

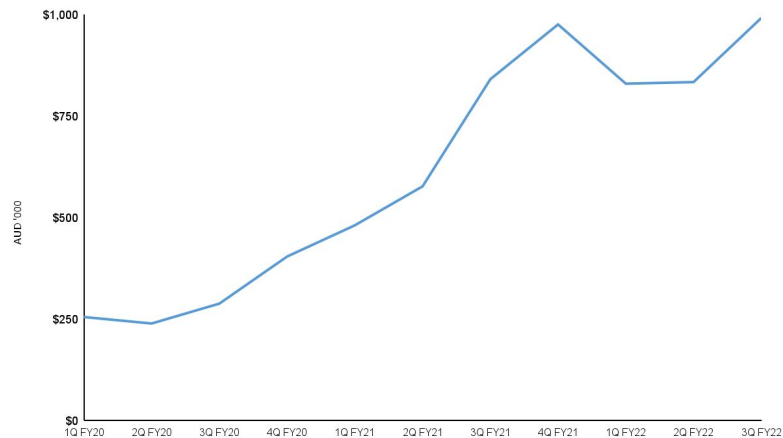
Australian subscription revenue



- Subscription revenue in 3Q FY22 up 16% on 3Q FY21.
- Promoter: 3Q FY22 up 18% on 3Q FY21.

## Promoter revenue

Australian promoter revenue

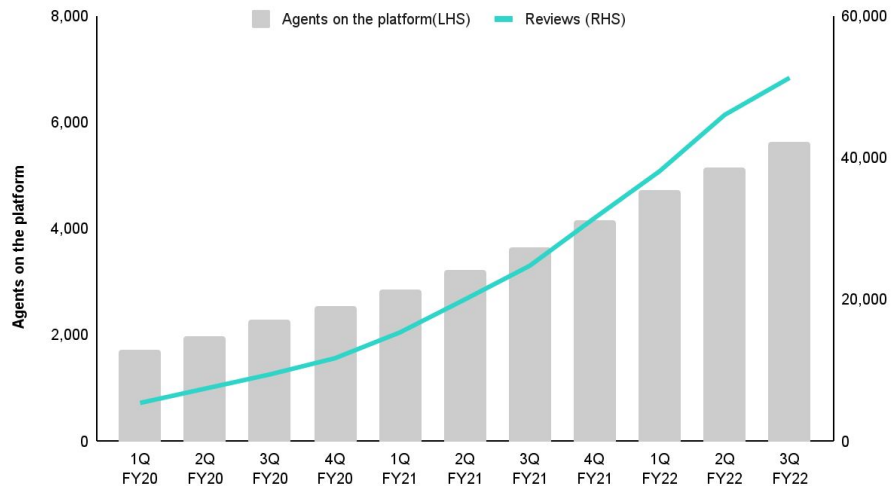


### Further growth:

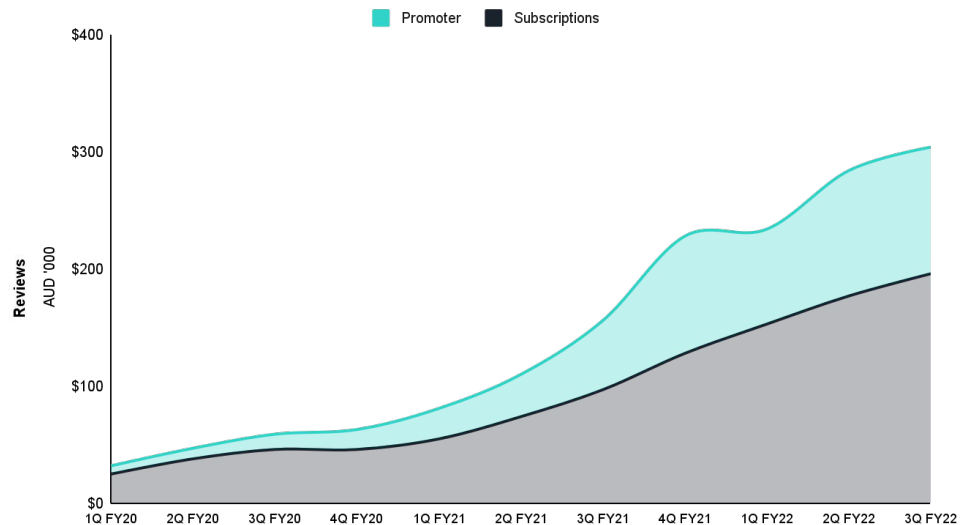
- Subscription product enhancements
- Promoter for Listings
- Promoter AdWords

# NZ ARR up 94% in 3Q FY22 from 3Q FY21

## Claims and reviews



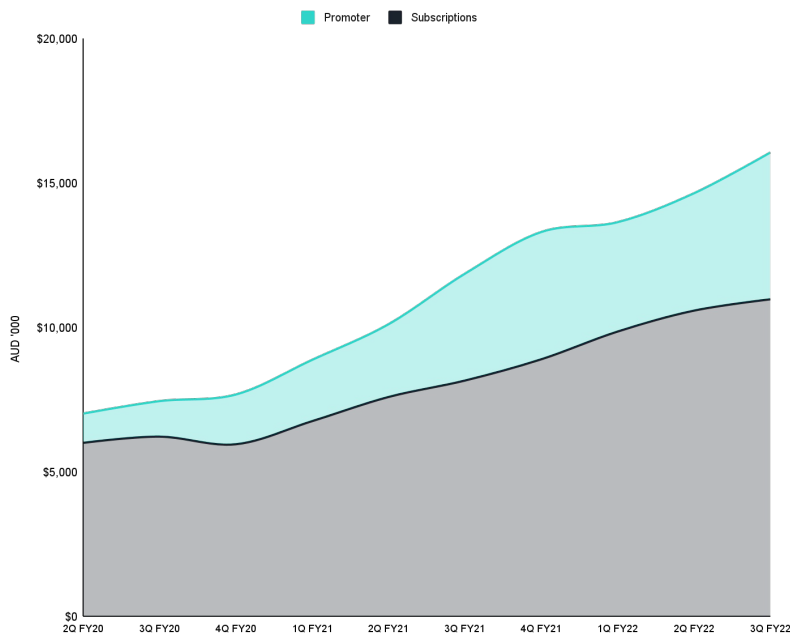
## Revenues by product





# Group Summary: Delivery in all key metrics

## Group ARR



### Revenue growth across all geographies:

- US up 343% 3Q FY22 vs 3Q FY21
- NZ up 94% 3Q FY22 vs 3Q FY21
- AU up 16% 3Q FY22 vs 3Q FY21

### High agent engagement in all markets

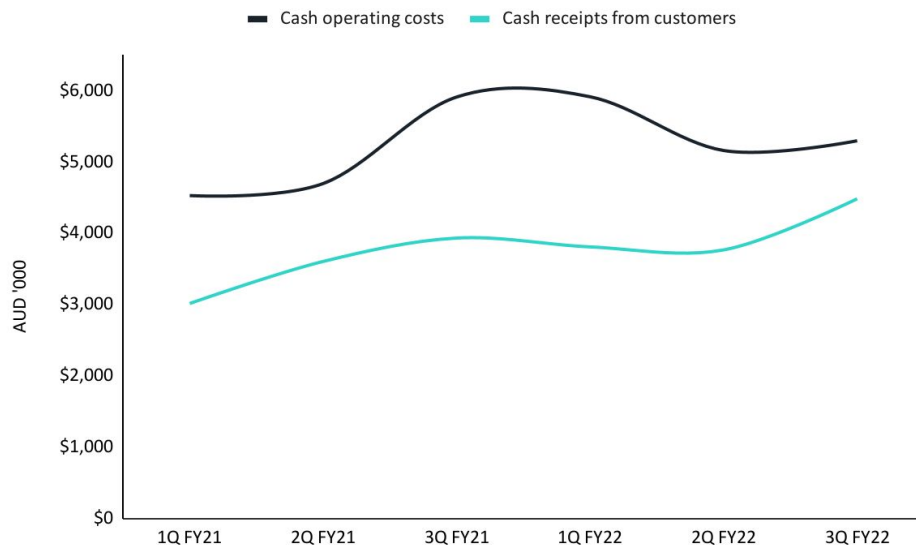
- Total US reviews up 230% 3Q FY22 vs 3Q FY21
- Total NZ reviews up 107% 3Q FY22 vs 3Q FY21

### Focus is to be cash flow positive on a monthly basis in CY22 through:

- Further monetising agents in AU & NZ
- Further growth in
  - US agents and reviews, key MLS and brokerage networks
  - Monetisation of US agents

# Significant improvement in operating cash flows

## Group quarterly cash flows - Appendix 4C



### Cash receipts from customers:

- 24% increase 3QFY22 vs 3Q FY21
- 19% increase 3QFY22 vs 2Q FY22
- March cash receipts are highest monthly inflows on record
- 3Q FY22 cash receipts are highest quarterly inflows on record

### Net operating cash flows

- 41% improvement 3QFY22 vs 3Q FY21
- 26% increase 3QFY22 vs 2Q FY22

### Targeting cash flow positive on a monthly basis in CY22

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**END**