REA GROUP LIMITED

INVESTOR & ANALYST PRESENTATION – 16 AUGUST 2012

Greg Ellis – Chief Executive Officer &
Jenny Macdonald – Chief Financial Officer

REA Group™

REA Group

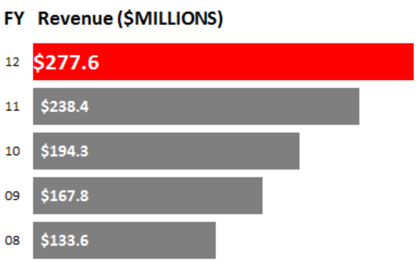
Market Leaders in Growth & Innovation

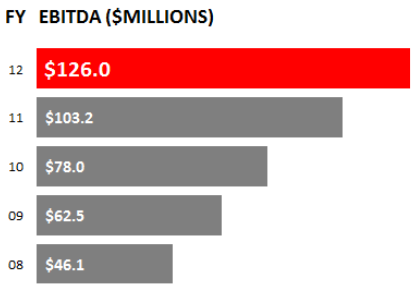
1. realestate.com.au realcommercial.com.au REA Media
2. atHome.lu atHome.de immoRegion.fr
3. casa.it
4. squarefoot.com.hk

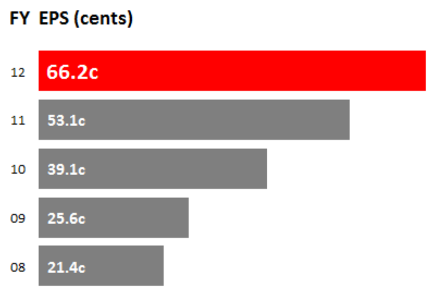
- REA Group operates property websites in Australia and international markets
- We aim to be globally known as the leading, most innovative digital marketing company for property and the first choice for customers, advertisers and consumers
- REA Group's position as a market leading digital media business has been achieved through a focus on continuous innovation and investment in technology to deliver an outstanding end user experience. This has been instrumental in the growth of the brand and financial performance.

Key highlights of our performance for the year ended 30 June 2012[1]

AU$ million	FY 2012	FY 2011	Growth YoY
Revenue	277.6	238.4	16%
EBITDA	126.0	103.2	22%
EBITDA Margin	45%	43%	5%
EBIT	110.8	92.7	20%
EBIT Margin	40%	39%	3%
NPAT	86.8	67.5	29%
Cash balance	181.6	137.5	32%
Dividend per share (DPS) c	33.0	26.0	27%
Earnings per share (EPS) c	66.2	53.1	25%





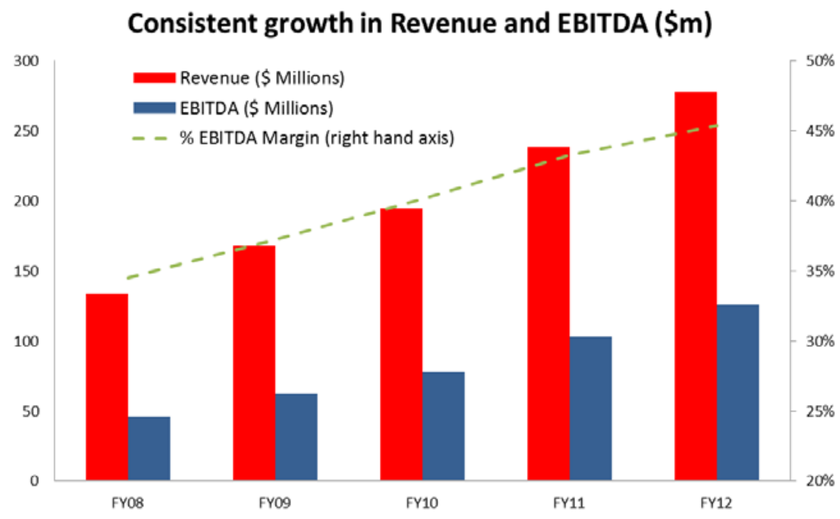


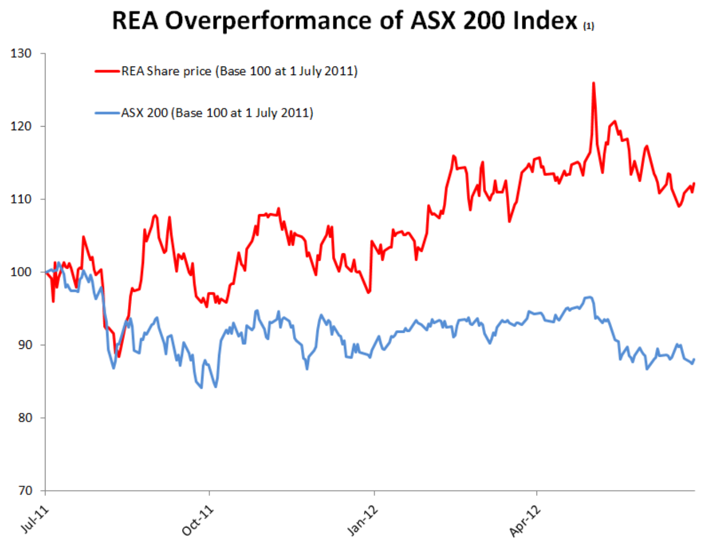
- Group revenue growth at 16%
- Continued EBITDA growth across the Group at 22%
- Revenue growth continues in core Australian market at 15%
- Revenue growth of 35% for Italy (44% in local currency), positive EBITDA and 100% owned
- Property Listings for the group are stable at 1.6m
- Cash balance growth of 32% to $181.6m
- Paying agents for the Group decreased during 2012 to 21,448 from 22,919 in 2011 due to market contraction and consolidation.

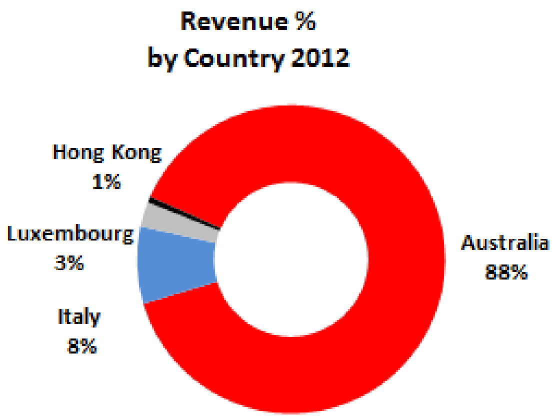
1) The non IFRS information contained in this presentation is derived from the audited REA Group Annual Financial Statements for the 12 months ended 30 June 2012 and EBITDA is reconciled to Profit in slide 13.

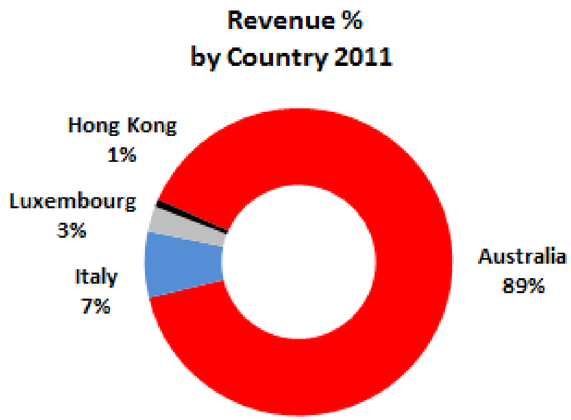
REA Group™

Growth continues in key areas for all countries





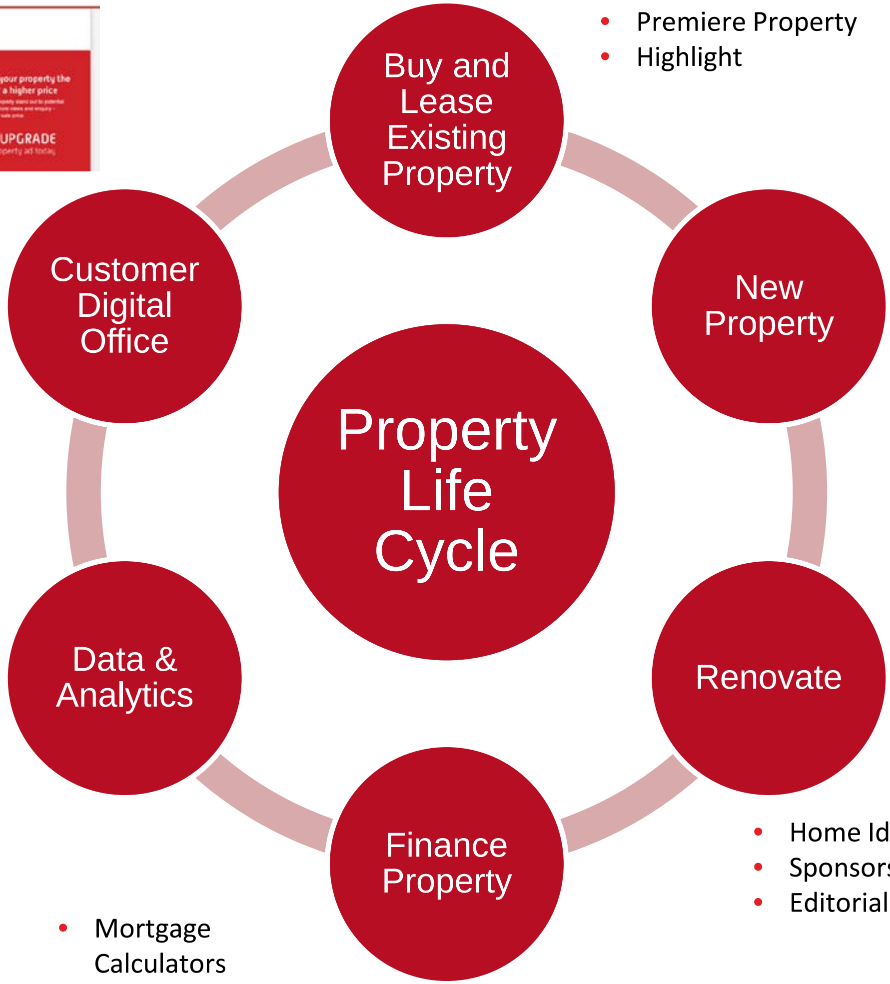




REA operates and invests throughout the property life cycle…

- Diamond
- Advertising upgrades
- Social Media

- Valuation
- Market Share
- Moving



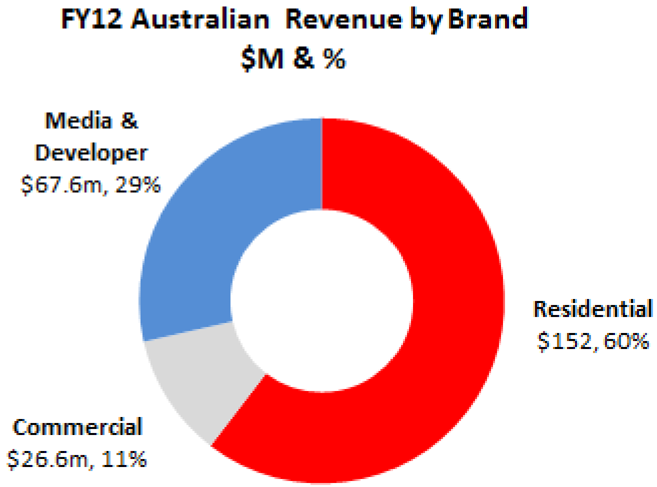
- Mortgage Calculators
- Finance solutions

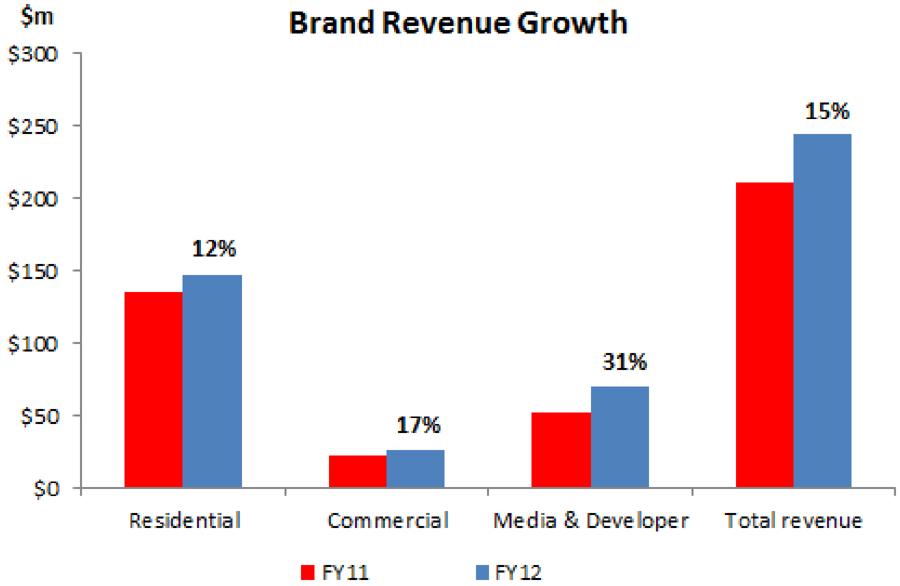
- Premiere Property
- Highlight

- Developer Display
- Project Profiles

- Home Ideas
- Sponsorships
- Editorial

Australian market continues to deliver

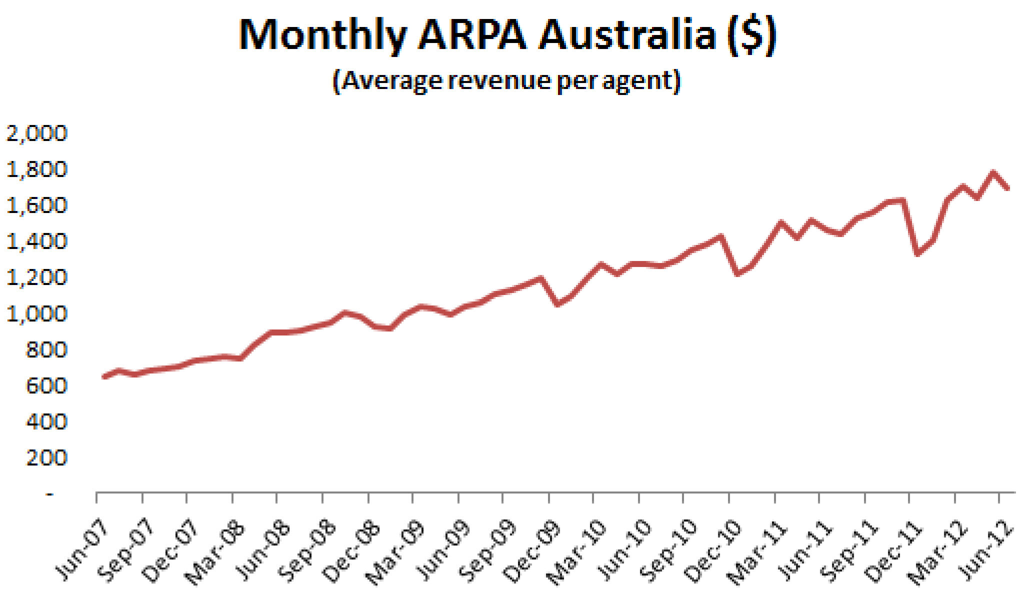




Revenue Categories $M	2012	2011	Growth YoY
Subscription revenue	$ 110.3	$ 101.5	8.7%
Listing Revenue	$ 87.4	$ 74.0	18.1%
Media & Other (1)	$ 48.5	$ 38.1	27.2%
Total revenue	**$ 246.2**	**$ 213.6**	15.3%

(1) Media & Other is remaining revenue after allocation of Developer revenues into Subscription and Listing categories

Australia key growth drivers



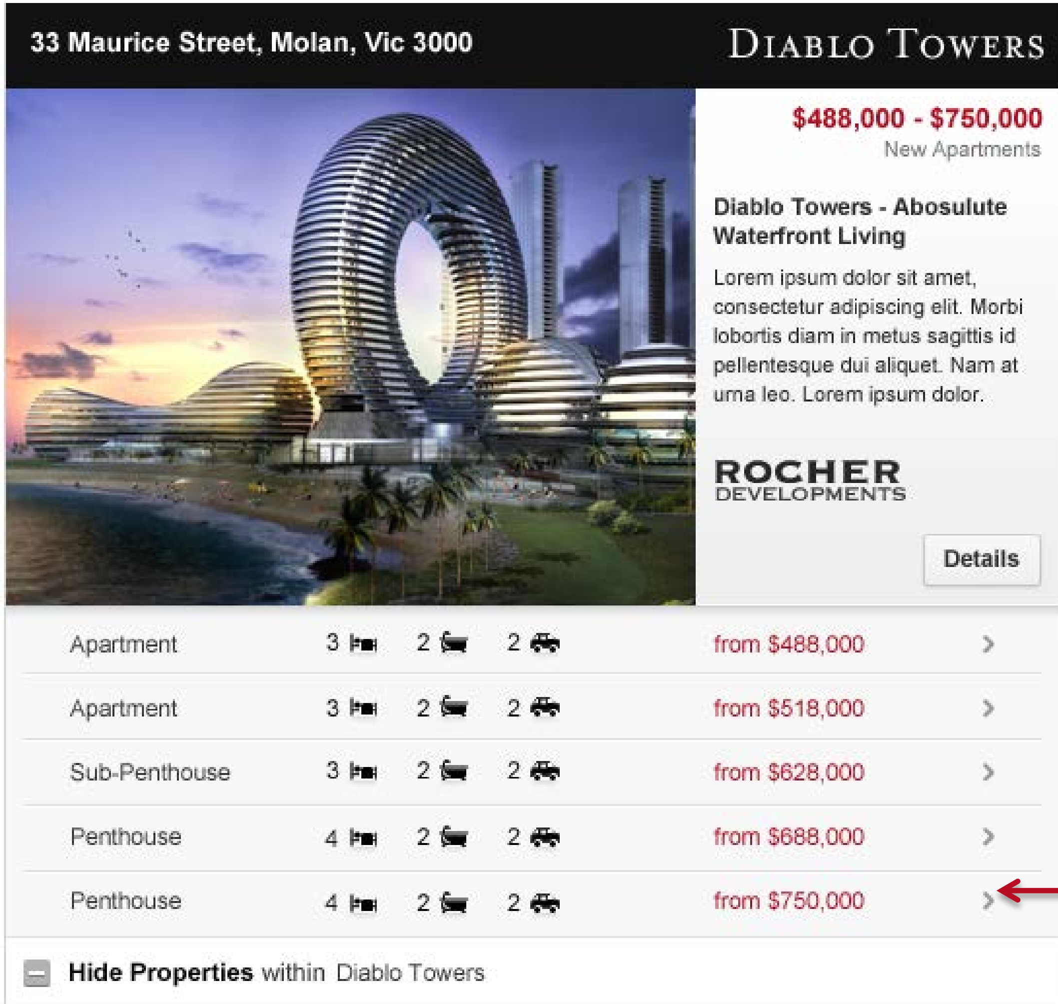
Year end metrics	FY12	FY11	Growth YoY
ARPA $	1,693	1,456	16.3%
Listings (2)	761,329	779,315	-2.3%
Website Unique Browsers (1)	6,541,568	7,445,210	-12.1%
Mobile Unique Browsers (3)	1,355,672	671,724	101.8%
Paying Agents	9,069	9,559	-5.1%
EBITDA $m	$ 129.6	$ 112.1	15.6%

Key Highlights

- #1 Australian residential real estate site
- Continued growth in value-added products
- New products delivered:
  - Diamond Subscription take up rates accelerating with contract renewals
  - Highlight uptake exceeded expectations
- Paying agents reduction due to market consolidation offset by increased Average Revenue Per Agent (ARPA)
- Transition of Unique Browsers from Desktop to Mobile whilst maintaining Desktop coverage over competitors

1) Nielsen Online Market Intelligence for June 2012
2) REA Internal Statistics
3) Adobe Omniture Site Catalyst

REA Media



Brand Highlights

- Media and Developer revenues up by 31%
- Top ten publisher in agency bookings
- Key focus for ongoing innovation
- ‘Project Profiles’ to showcase Developer branding and total Projects with improved functionality such as imbedded video
- Growth driven by developer display advertising
- Developer agents stable throughout 2012

‘Project Profiles’ example showcasing total development

realestate.com.au outperforms on audience and engagement

	CLOSEST COMPETITOR	OUTPERFORMING THE COMPETITION
UNIQUE AUDIENCE OF **2.9 MILLION**[1]	1.6M[1]	1.8x
6.49 MILLION[2] UNIQUE BROWSERS	3.5M[2]	1.9x
TOTAL TIME ON SITE (000's mins) **174,201**[3]	56,389[3]	3.1x
61% of total minutes Australians spent on residential property portals was on realestate.com.au[4]	17%[4]	2.8x
On average, people spend a total of **44 minutes per month** on realestate.com.au searching for properties or agents[5].	27 MINUTES[5]	1.6x

1. Nielsen Online Ratings, Domestic Audience, Unique Audience, Average September 2011 – June 2012
2. Nielsen Online Market Intelligence, Total Traffic, Unique Browsers, Average July 2011 – June 2012
3. Nielsen Online Market Intelligence, Total Traffic, Time on Site (000's mins), Average July 2011 – June 2012
4. Nielsen Online Ratings, Domestic Audience, Total Minutes, June 2012
5. Nielsen Online Ratings, Domestic Audience, Time Per Person, Average September 2011 – June 2012

Mobile growth continues - Australia

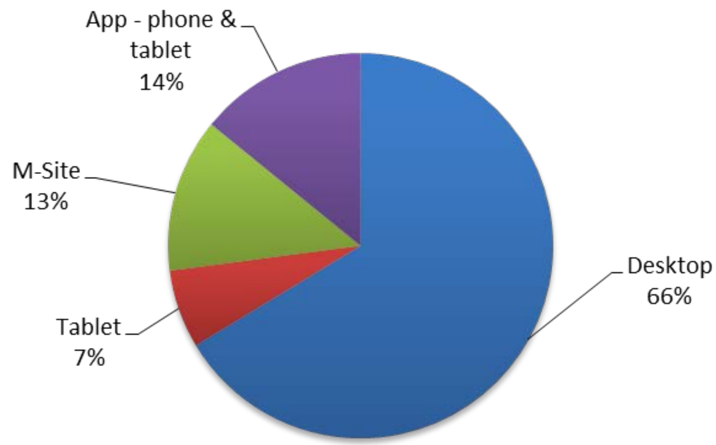
Rapid mobile growth

- 34% of total visits are now from mobile devices
- m.site traffic has doubled since June 2011 to 1.3m Unique Browsers(1) while desktop traffic has been sustained.

Our customers are moving to mobile

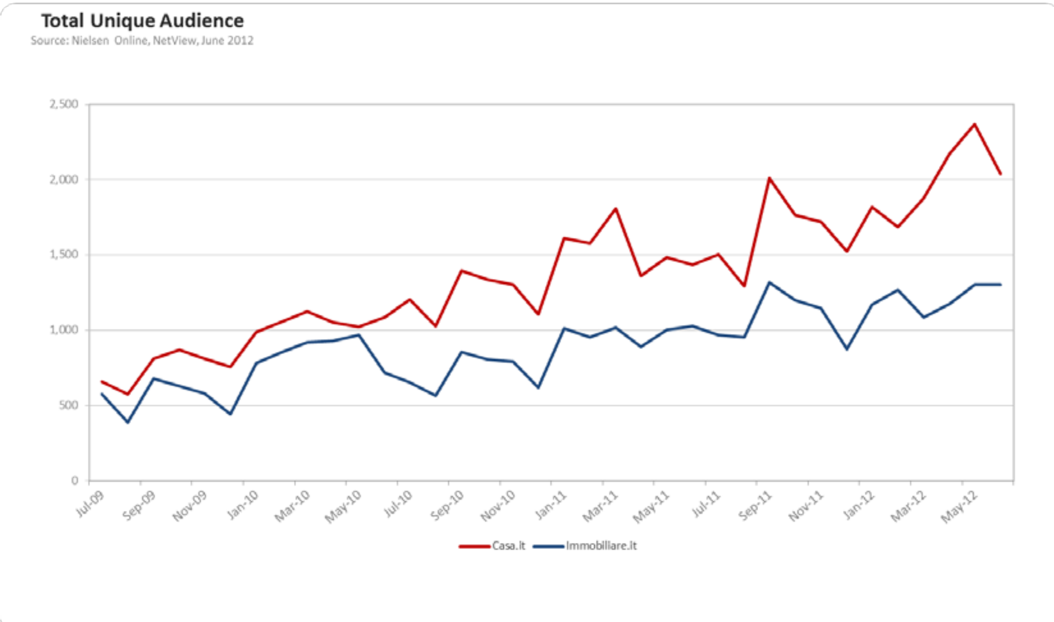
- Mobile apps downloads have reached 1.1 million
- Consistently in top 10 lifestyle apps in iTunes store (2)

Mobile equals 34% of visits



1) Rea Internal statistics, Adobe Omnniture site catalyst, June 2011 & June 2012
2) As at 11 July 2011

Casa.it goes from strength to strength



Casa.it

- Italy's number one property site
- Strong revenue growth 44%
- Excellent ARPA growth 44%
- Full year EBITDA profit
- Average Unique Audience 1.6 times more than the second ranked site (3)
- Decline in customer numbers were due to:
  - Economic conditions
  - Firm application of our Credit Policy
  - Acquisition rates did not offset customer losses

	Euro'000	Euro'000	
Revenue Split (€'000)	**2012**	**2011**	**Growth YoY**
Subscription Revenue	13,831	9,630	44%
Listing & Banner Revenue	894	185	383%
Media Third Party	1,919	1,562	23%
Media Other	647	653	-1%
Total Revenue	**17,291**	**12,030**	44%
EBITDA	675	(2,540)	N/A

Year end measures		**2012**	**2011**	**Growth YoY**
ARPA (€)		154	107	44%
Listings ('000)	(2)	644	699	-8%
Unique Browsers ('000)	(1)	4,391	3,605	22%
Unique Audience ('000)	(3)	2,040	1,436	42%
Paying agents		11,208	12,377	-9%

1) Nielsen Online Market Intelligence
2) REA Internal Statistics
3) Netview statistics

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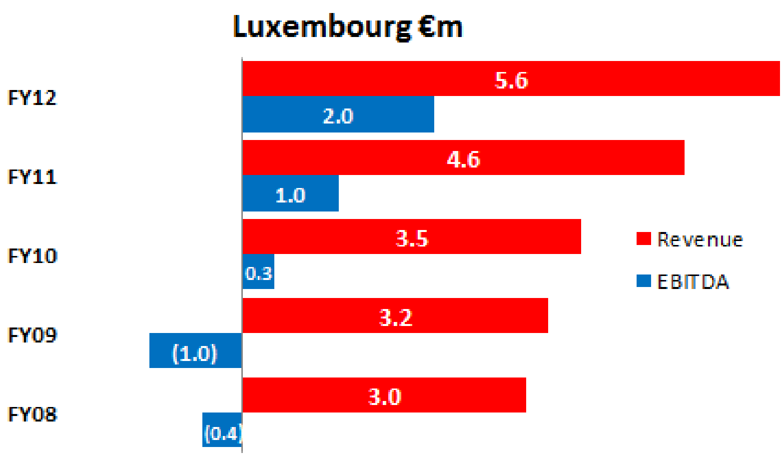
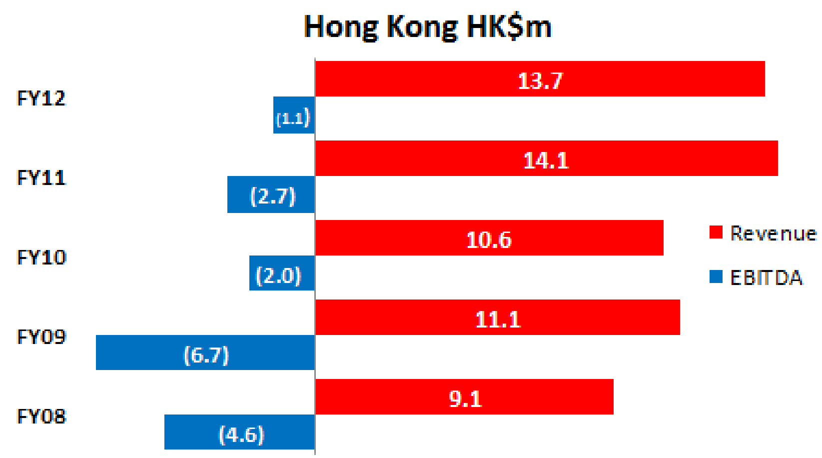
Revenue and EBITDA growth across international businesses





atHome.lu /atHome.de/ immoregion.fr

- #1 in Greater Luxembourg
- Paying agents growing in France
- 100% EBITDA growth

atHome		2012	2011	Growth YoY
Total Revenue	€ Mill	5.6	4.6	22%
EBITDA	€ Mill	2.0	1.0	100%
ARPA	€	531	457	16%

squarefoot.com.hk

- Excellent online growth
- EBITDA growth from consolidation of print publications
- ARPA decrease due to lower cost of adds online vs print

Hong Kong		2012	2011	Growth YoY
Total Revenue	HK$ Mill	13.7	14.1	-3%
EBITDA	HK$ Mill	(1.1)	(2.7)	N/A
ARPA	HK$	7,191	11,972	-40%

REA Group's growth record

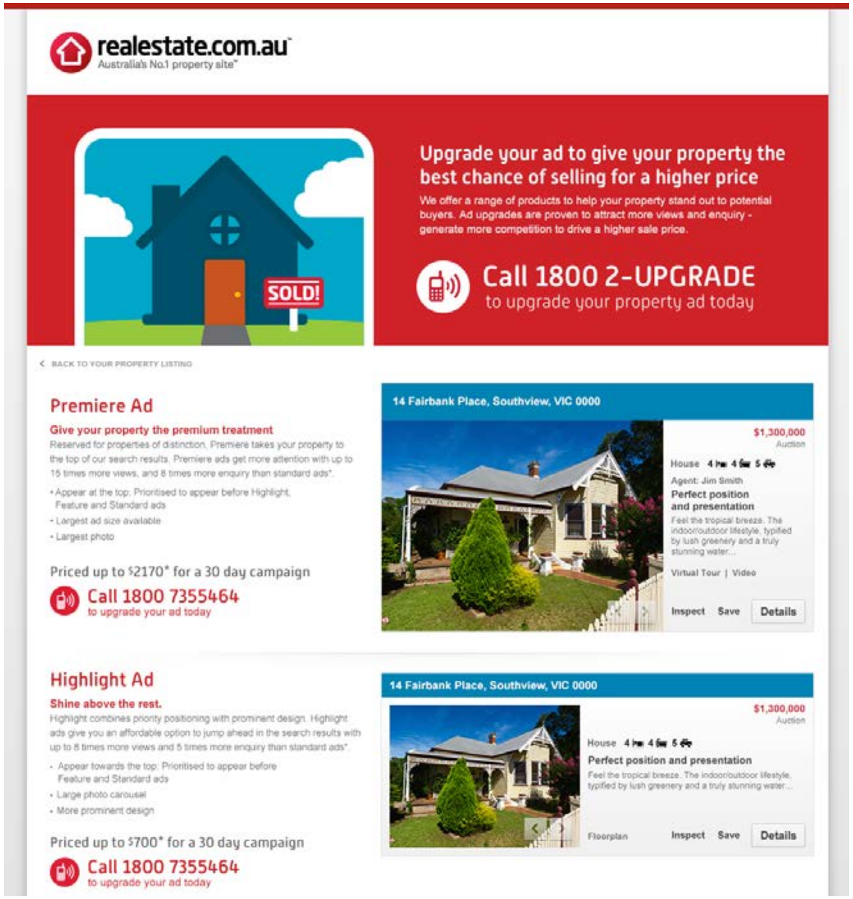
Financial Comparatives ($'000)	2008 Full Year	2009 Full Year	2010 Full Year	2011 Full Year	2012 Full Year	Growth 2012
Revenues from continuing operations	**133,562**	**167,795**	**194,335**	**238,401**	**277,613**	**16%**
Operating expenses	(87,438)	(105,304)	(116,348)	(135,220)	(151,631)	12%
EBITDA	**46,124**	**62,491**	**77,987**	**103,181**	**125,982**	**22%**
EBITDA Margin	*35%*	*37%*	*40%*	*43%*	*45%*	
Depreciation and amortisation expense	(6,404)	(7,348)	(7,088)	(10,489)	(15,184)	45%
Impairment	-	(7,995)	-	-		
EBIT	**39,720**	**47,148**	**70,899**	**92,692**	**110,798**	**20%**
EBIT Margin	*30%*	*28%*	*36%*	*39%*	*40%*	
Net finance (expense)/income and FX	488	153	1,064	4,594	7,652	
Earnings before tax	**40,208**	**47,301**	**71,963**	**97,286**	**118,450**	**22%**
Income tax (expense)	(14,720)	(18,598)	(22,597)	(29,781)	(31,668)	6%
Profit from continuing operations	**25,488**	**28,703**	**49,366**	**67,505**	**86,782**	**29%**

EBITDA growth continues across all countries

COUNTRY PERFORMANCE $'000		FY 2012	FY 2011	% Growth
Revenue	Australia	246,224	213,595	15%
	Italy	22,414	16,599	35%
	Luxembourg	7,269	6,362	14%
	Hong Kong	1,706	1,845	-8%
	Corporate overhead			
	Total	**277,613**	**238,401**	**16%**
EBITDA	Australia	129,620	112,086	16%
	Italy	875	(3,484)	N/A
	Luxembourg	2,627	1,387	89%
	Hong Kong	(132)	(353)	N/A
	Corporate overhead	(7,008)	(6,455)	9%
	Total	**125,982**	**103,181**	**22%**
EBITDA as % Revenue	Australia	53%	52%	
	Italy	4%	-21%	
	Luxembourg	36%	22%	
	Hong Kong	-8%	-19%	
	Corporate overhead			
	Total	**45%**	**43%**	

Commitment to innovation continues

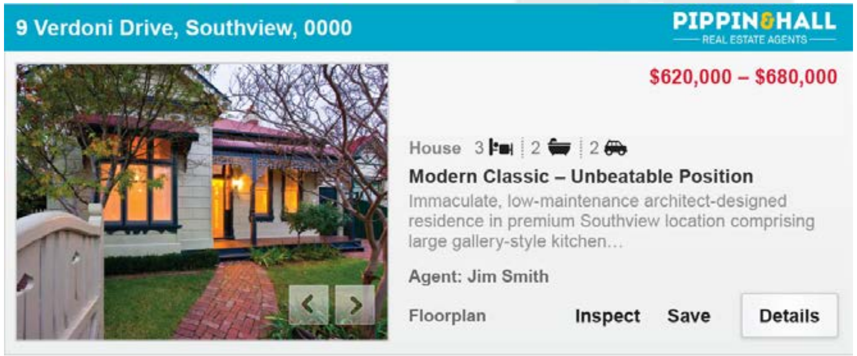
Advertising Upgrades



Diamond Subscription

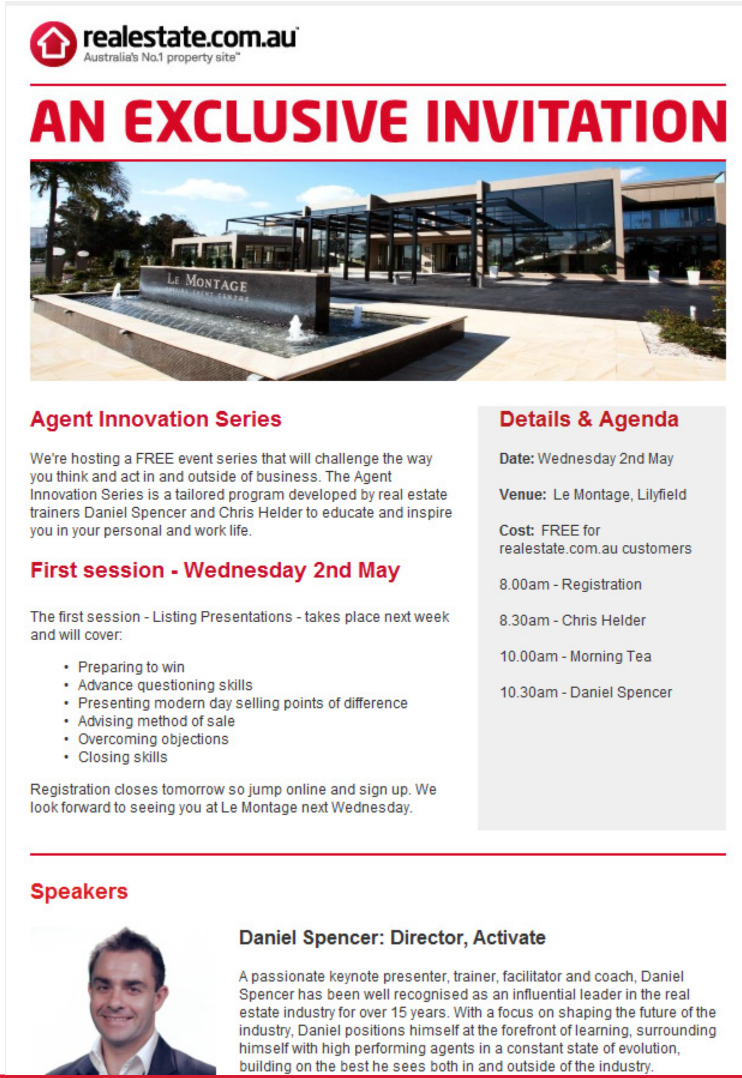
Realcommercial iPhone application

Highlight Listing



Investing in our customers

realestate.com.au
Australia's No.1 property site™



realestate.com.au
Australia's No.1 property site™

AN EXCLUSIVE INVITATION

Agent Innovation Series

We're hosting a FREE event series that will challenge the way you think and act in and outside of business. The Agent Innovation Series is a tailored program developed by real estate trainers Daniel Spencer and Chris Helder to educate and inspire you in your personal and work life.

First session - Wednesday 2nd May

The first session - Listing Presentations - takes place next week and will cover:

- Preparing to win
- Advance questioning skills
- Presenting modern day selling points of difference
- Advising method of sale
- Overcoming objections
- Closing skills

Registration closes tomorrow so jump online and sign up. We look forward to seeing you at Le Montage next Wednesday.

Details & Agenda

Date: Wednesday 2nd May

Venue: Le Montage, Lilyfield

Cost: FREE for realestate.com.au customers

8.00am - Registration

8.30am - Chris Helder

10.00am - Morning Tea

10.30am - Daniel Spencer

Speakers

Daniel Spencer: Director, Activate

A passionate keynote presenter, trainer, facilitator and coach, Daniel Spencer has been well recognised as an influential leader in the real estate industry for over 15 years. With a focus on shaping the future of the industry, Daniel positions himself at the forefront of learning, surrounding himself with high performing agents in a constant state of evolution, building on the best he sees both in and outside of the industry.

Thomas Skelly @C21Thomas 35m
#reaevents the highlights received today were too many to mention in 1 tweet so I will have to come back to all the next events 2 learn more

Braden Walters @BradenWal... 50m
#reaevents at LeMontage this morning. @chrishelder great first session on listing and closing skills. Some old techniques for the new age

Yve Whitehead @Whiteheady 26m
#REAevents what an amazing presentation from @HelderChris at Le Montage! Inspiring... I'm in love with Real Estate again!

Product Summary

realestate.com.au Highlight property listing

Diamond Subscription – Agent website

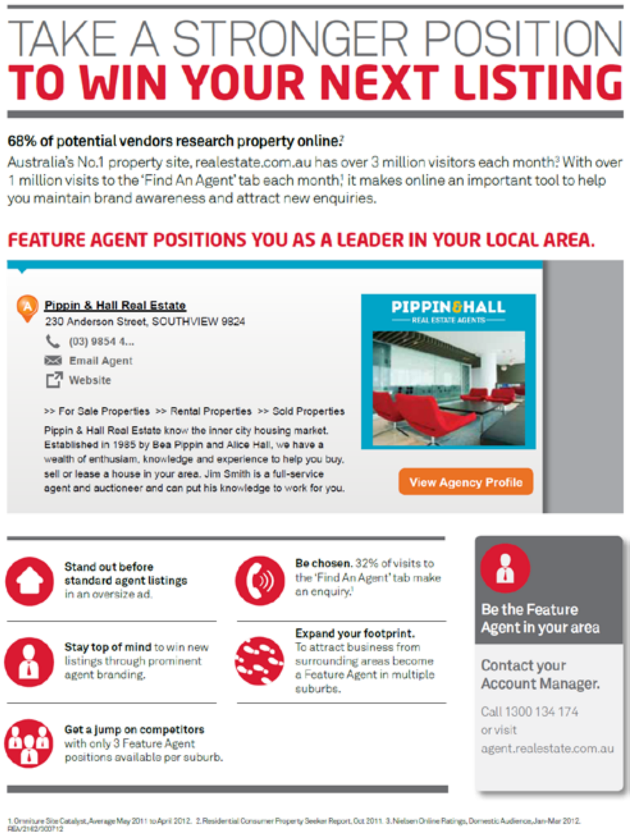
Product	Residential	Real Commercial	Media & Developer	Casa	At Home	Squarefoot
Subscription	Standard	Standard	Standard	Platinum	Standard	Basic
	Platinum	Platinum	Platinum	Diamond	Upgraded	Standard
	Diamond	Diamond	Diamond			Premium
Listing Products	Feature Property	Enhanced Property		Feature Property	Feature Property	Feature Property
	Highlight Property	Elite property			Top Position	Sponsored Feature
	Premiere Property	Elite Plus Property			Pay Per Listing	Serviced Apartment
	Pay Per Listing	Pay Per Listing				Premiere Property
	eBrochure					Hot Property
						eBrochure/EDM
Branding Products	Exclusive Agent Showcase	Banners	Skyscrapper	Banners	Homepage Banners	Super Banners
	Banners	Homepage Advantage	Mrec	Mini Domain	Feature Agent	District Towers Banners
	Feature Agent	Feature Agent	Banners	Feature Agent	Agent banners	Champion Banners
	Suburb Sponsorship		Strip Ads	Minisite		Skyscrapper
			Floor Ads			Creative Strip Ad
			Half Page			

Residential product examples

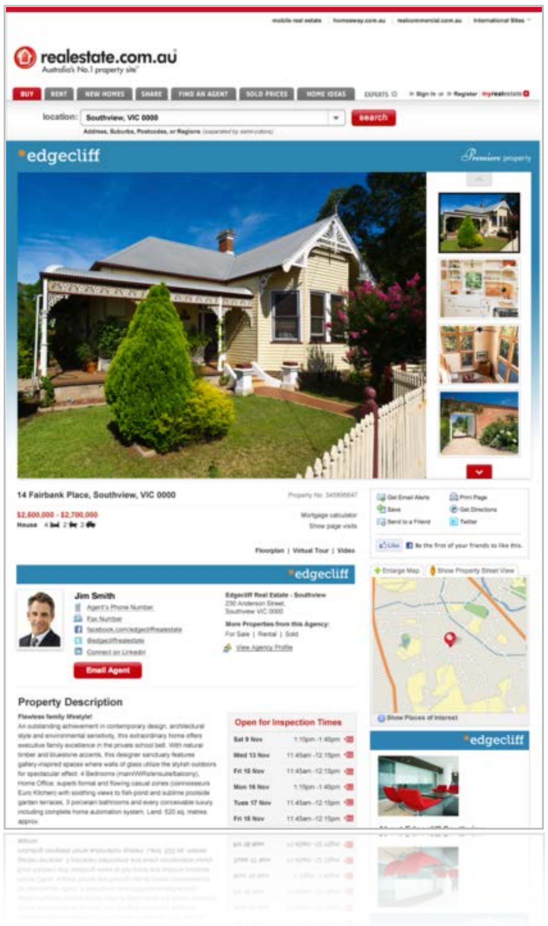
realestate.com.au
Australia's No.1 property site™

Product Hierarchy

Feature Agent



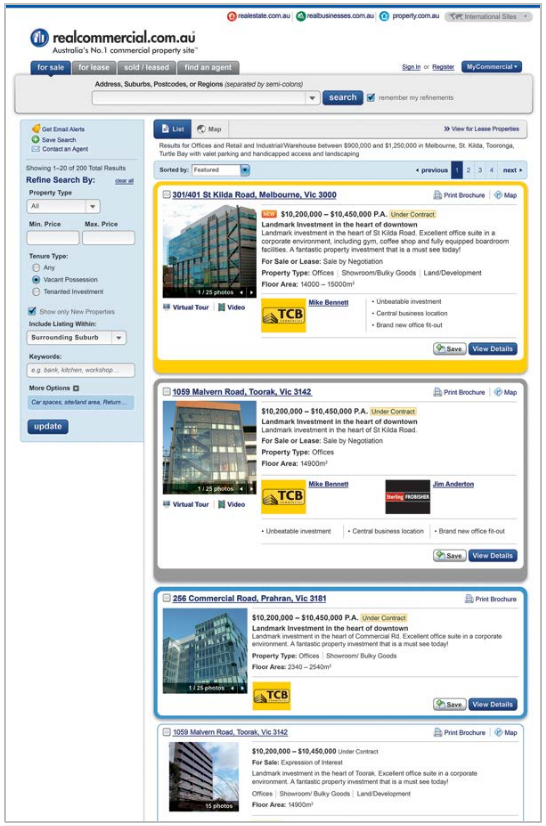
Premiere Property details page



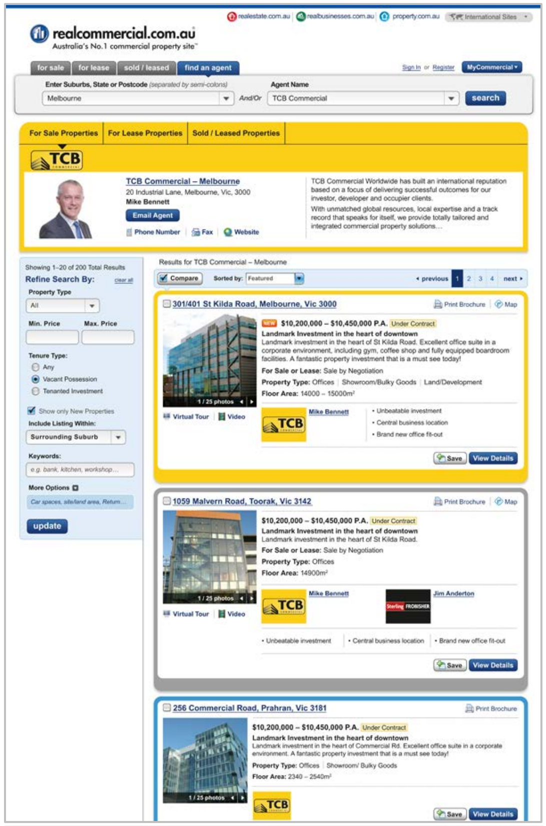
Commercial product examples

realcommercial.com.au

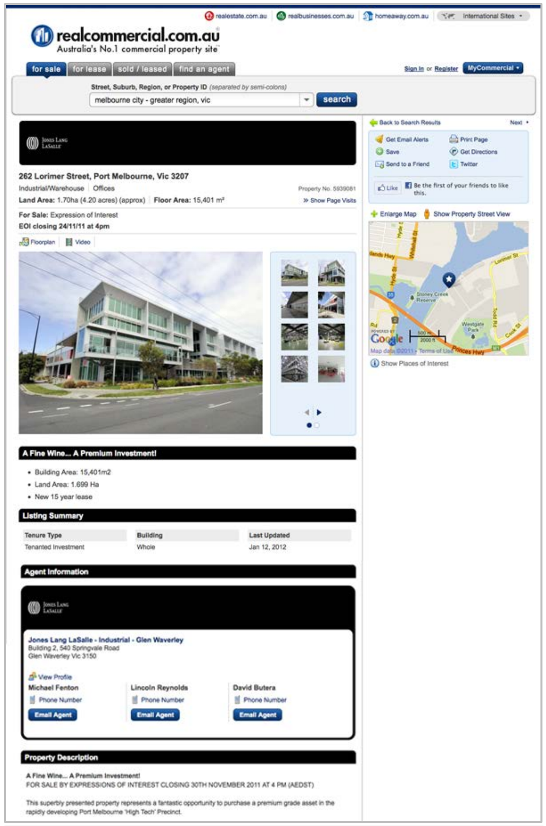
Elite PLUS, Elite and Enhanced listings



Professional Agent



Elite PLUS details page



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