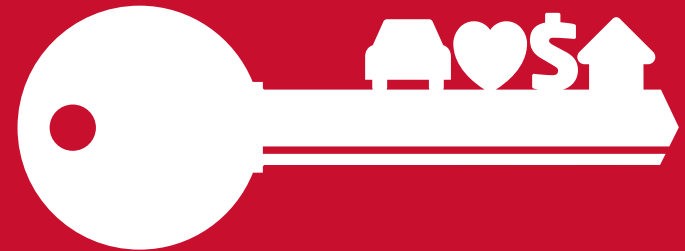


REA GROUP LIMITED

INVESTOR & ANALYST PRESENTATION

For the period ended 31 December 2012

Greg Ellis – Chief Executive Officer &
Jenny Macdonald – Chief Financial Officer
February 6, 2013



REA Group

Market Leaders in growth & innovation

- REA Group operates digital advertising businesses specialising in the real estate sector in Australia, Europe and Hong Kong.
- We are focused on delivering innovative digital products, tailored to the needs of our customers
- Our depth listing products were the key driver of first-half growth, delivering excellent returns for shareholders

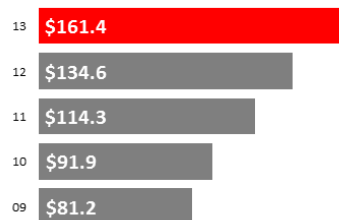


Key highlights of our performance for the half year

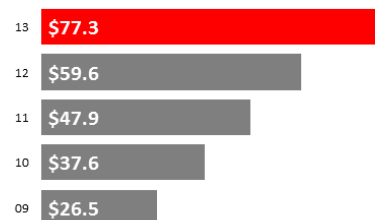
AU\$ million	HY 2013	HY 2012	Growth YoY
Revenue	161.4	134.6	20%
EBITDA ⁽¹⁾	77.3	59.6	30%
EBITDA Margin	48%	44%	8%
EBIT	68.2	52.4	30%
EBIT Margin	42%	39%	9%
NPAT	51.6	41.2	25%
NPAT before minority interest	51.6	41.4	24%
Cash balance	209.5	152.4	37%
Dividend per share (DPS) cents	16.0c	12.5c	28%
Earnings per share (EPS) cents	39.2c	31.6c	24%

- Group revenue growth at 20%
- Continued EBITDA growth across the Group at 30%
- Key drivers of growth are:
 - Revenue growth continues in core Australian market at 21%
 - Revenue growth of 13% for Italy (24% in local currency) continued positive growth in EBITDA
 - Average Property Listings for the group are stable at 1.6m as at 31 December 2012
- Cash balance growth of 15% to \$209.5m compared to \$181.6m at 30 June 2012

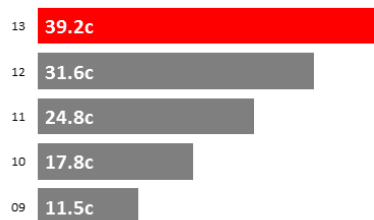
HY Revenue (\$millions)



HY EBITDA (\$millions)

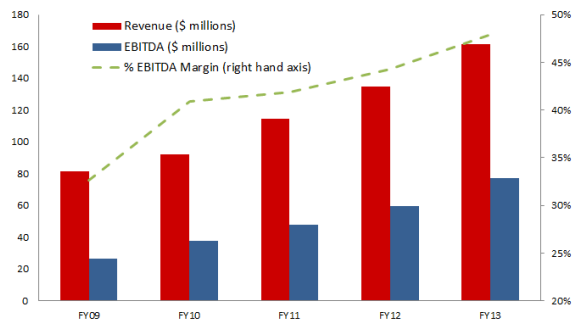


HY EPS (cents)

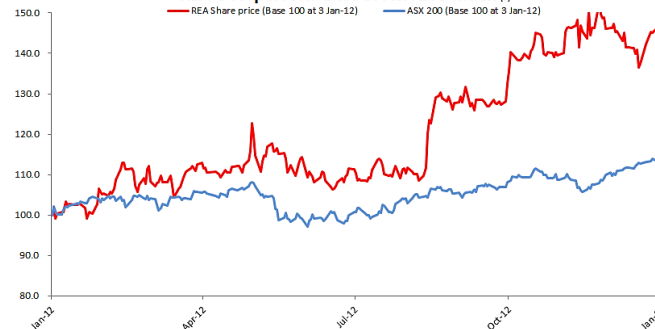


Improved Group margin driving ASX over-performance

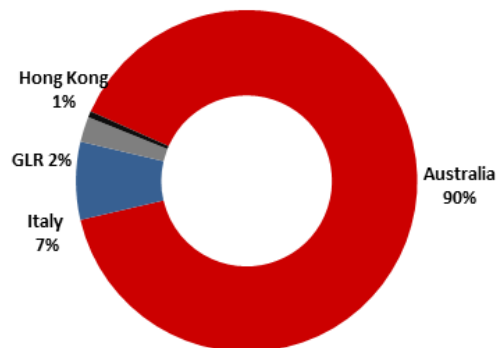
Consistent growth in Revenue and EBITDA (\$m)



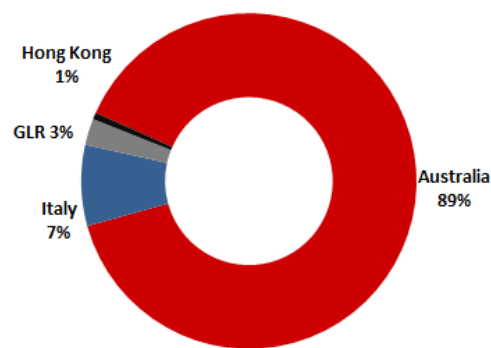
REA Overperformance of ASX 200 Index ⁽¹⁾



Group Revenue %
by Country HY 2013



Group Revenue %
by Country HY 2012



REA operates throughout the property life cycle...



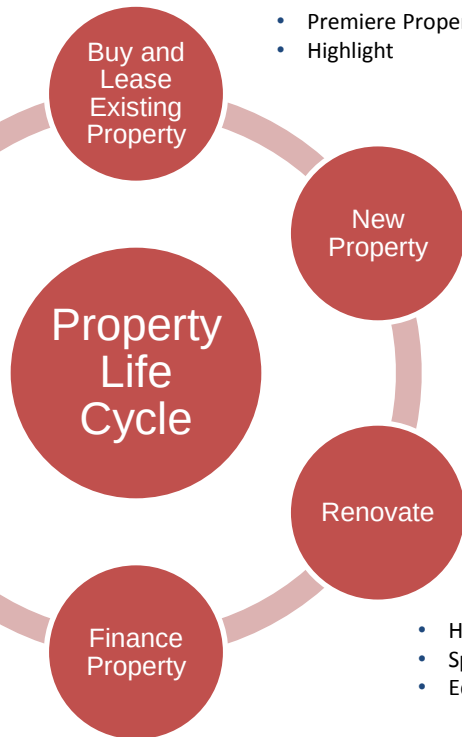
- Diamond
- Advertising upgrades
- Social Media



- Valuation
- Market Share
- Moving



- Mortgage Calculators
- Finance solutions



- Premiere Property
- Highlight



- Developer Display
- Project Profiles



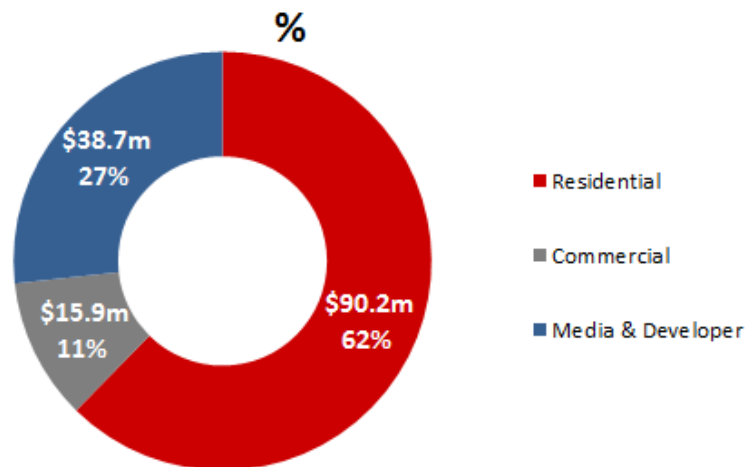
- Home Ideas
- Sponsorships
- Editorial



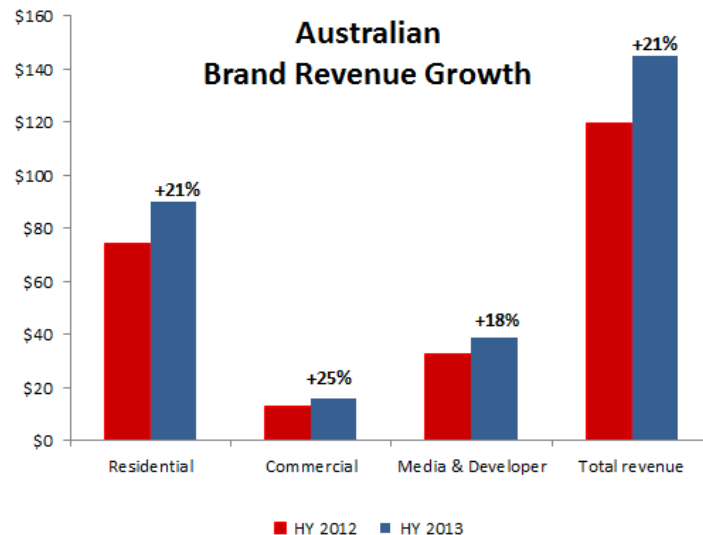
DISCOVER: BUILDING & RENOVATING
From latest news to DIY Tips & tools, look no further than the Building & Renovating area in our Experts section.

Accelerated performance from the Australian business

HY13 Australian Revenue by Brand \$m &



Australian Brand Revenue Growth



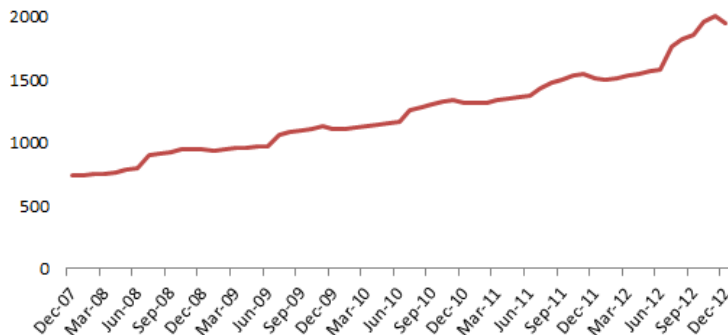
Revenue Categories \$m	HY 2013	HY 2012	Growth YoY
Subscription revenue	58.2	55.2	5%
Listing depth revenue	59.8	41.2	45%
Media display	25.4	22.0	15%
Other ⁽¹⁾	1.4	1.4	0%
Total revenue	144.8	119.8	21%

(1) 'Other' category was previously combined with media display. Prior period comparatives have been restated for consistency.

Innovative strategy delivering growth in Australia

Monthly Average ARPA Australia (\$)

(Average revenue per agent)



Key Highlights

- #1 Australian residential property site
- Accelerated growth in value-added products
- Depth listing revenue strategy delivers value to agents who are taking up REA's new products including Residential : Highlight; Commercial: Elite+; and Media: Project Profiles
- Consumers continue to choose realestate.com.au and realcommercial.com.au with increased visits to our sites including standout mobile growth (88%)

Half year metrics

	HY 2013	HY 2012	Growth YoY
Monthly ARPA \$ *	1,924	1,516	27%
Listings at December (1)	749,634	766,783	(2%)
Visits ('000)* (2)	19,377	18,590	4%
Mobile (m.site) visits ('000)* (3)	4,242	2,255	88%
Paying Agents	8,982	9,324	(4%)
EBITDA \$m	77.5	62.1	25%

* Average for the 6 months ended 31 December. Prior period comparatives have been restated to monthly averages for consistency (previously disclosed one month at a point in time).

(1) REA Internal Statistics

(2) Nielsen Online Market Intelligence Total Traffic for Audited sites, average monthly desktop visits for the 6 month period for realestate.com.au, realcommercial.com.au and property.com.au

(3) Adobe Omniture Site Catalyst – m.site average monthly visits for the 6 month period for realestate.com.au and realcommercial.com.au

#1 digital property advertising business



19.4 MILLION VISITS¹

Desktop visits = average number of times per month a person interacts or returns to a site having left for more than 30 mins.

TOTAL TIME ON SITE (000's mins)

176,396²



75%

of total minutes people spent on property sites was on REA Group sites³

People spent **9.0 MINUTES** on the sites.⁴

Average time per session



CLOSEST
COMPETITOR

8.0M¹

OUTPERFORMING
THE COMPETITION

2.4x

44,302
MINUTES²

4.0x

19%³

3.9x

5.6
MINUTES⁴

1.6x



REA Group™

- (1) Nielsen Online Market Intelligence Total Traffic for Audited sites, average monthly desktop visits for the 6 month period inclusive of realestate.com.au, realcommercial.com.au and property.com.au, compared to domain.com.au and commercialrealestate.com.au.
 (2) – (3) Nielsen Online Market Intelligence Total Traffic for Audited sites, average monthly time on site for the 6 month period for realestate.com.au, realcommercial.com.au and property.com.au, compared to domain.com.au and commercialrealestate.com.au.
 (4) Nielsen Online Market Intelligence Total Traffic for Audited sites, average monthly minutes for all sites divided by average monthly visits as noted above.

Mobile visits continue to soar



23%¹

m.site traffic grew
23% since June 2012

88%²

growth since Dec 2011
on m.site visits

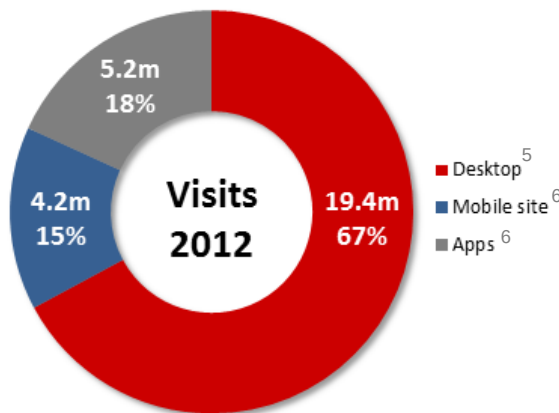


1.7M³

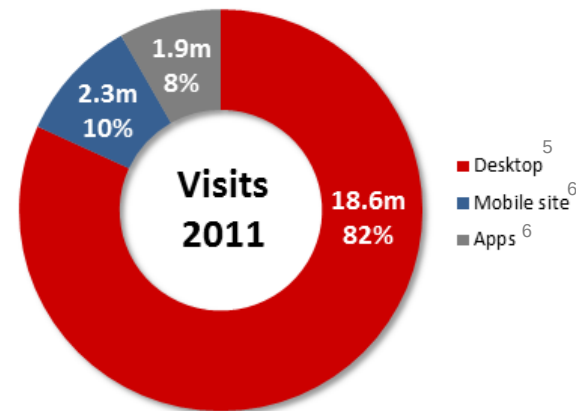
Mobile app downloads
reached 1.7million

180%⁴

growth since Dec 2011
on App visits



total visits: 28.8m

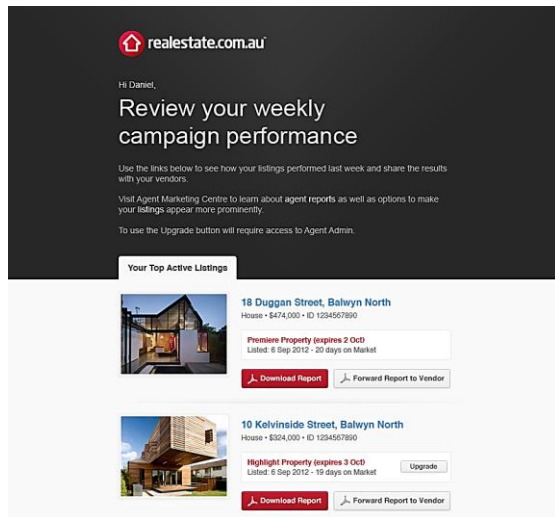


total visits: 22.8m

Commitment to innovation continues

Customer

New tailored weekly Campaign Performance Reports to demonstrate advertising value to agents and vendors.



Consumer

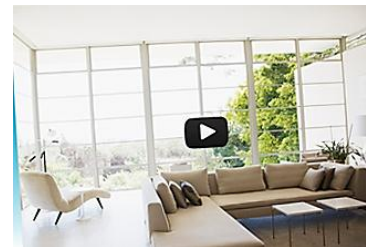


Mobile design award **winner**
for Best Mobile Expanded
Services or Application Award
category



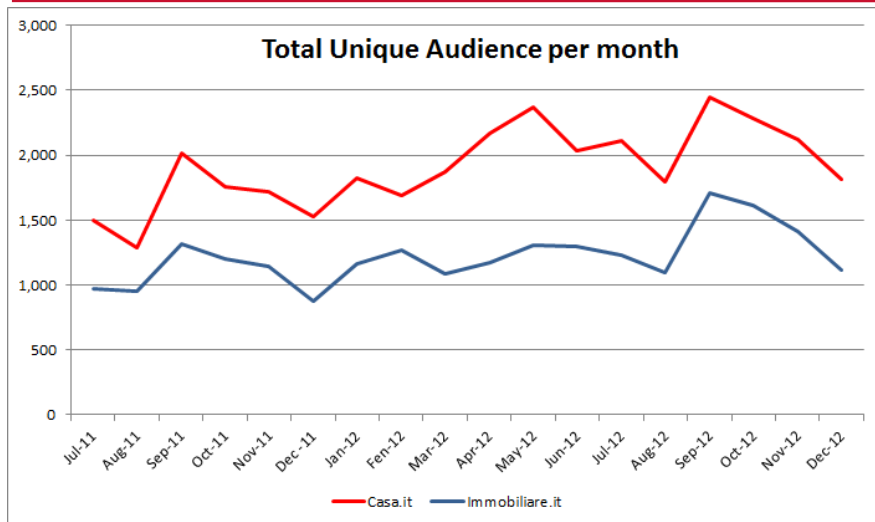
Shortlisted as AIMIA finalist for
realestate.com.au's iPhone® and iOS app
for Best Application on a Mobile category
and
REA Group for Best Publisher category

Home owner



Marketing a
property with a
Embedded video
increases
engagement and
enquires to your
listing.

Casa.it delivers EBITDA growth in challenging market

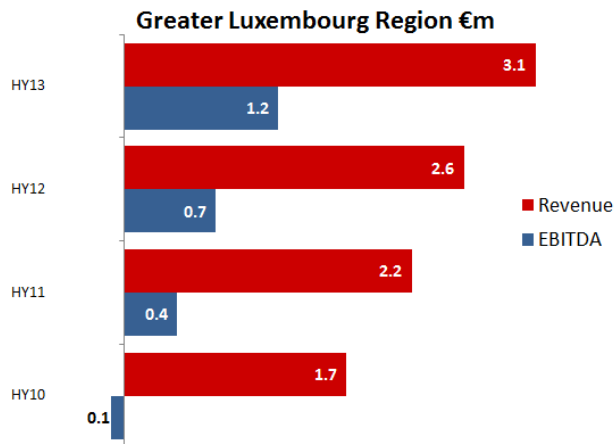


- Italy's # 1 property site
- Strong revenue growth 24%
- ARPA growth of 35%
- EBITDA profit increased 383%
- Average Unique Audience 1.5 times more than the second ranked site
- Lost customers represent low-end volume of market due to economic conditions and firm application of our Credit Policy

Revenue Split (€'000)	HY 2013	HY 2012	Growth YoY
Subscription revenue	7,660	6,394	20%
Listing depth revenue	640	370	73%
Media display	1,096	777	41%
Other	302	305	(1%)
Total Revenue	9,698	7,846	24%
EBITDA	1,089	225	383%

Half year metrics	HY 2013	HY 2012	Growth YoY
Monthly ARPA (€) * (1)	121	90	35%
Listings ('000) (2)	611	657	(7%)
Visits ('000) * (3)	7,104	5,709	24%
Unique Audience ('000) * (4)	2,096	1,635	28%
Paying agents	10,555	11,871	(11%)

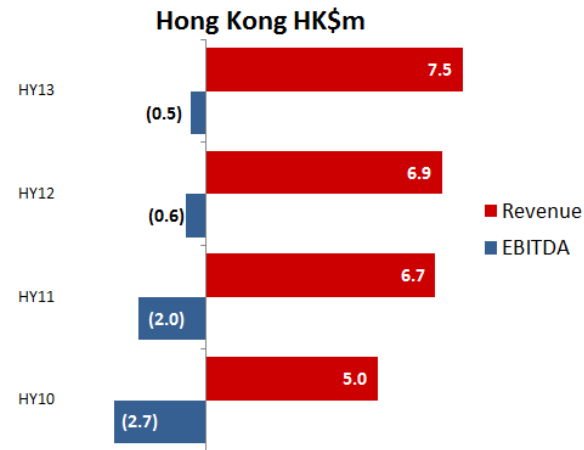
Revenue & EBITDA growth across Europe and Hong Kong



atHome.lu / atHome.de / immoregion.fr

- #1 in Greater Luxembourg
- Paying agents growing in France and Germany
- 63% EBITDA growth

Half year metrics		HY 2013	HY 2012	Growth YoY
Total Revenue	€ Mill	3.1	2.6	23%
EBITDA	€ Mill	1.2	0.7	63%
Monthly ARPA * (1)	€	456	331	38%
Visits (000's) * (2)		736	506	46%



squarefoot.com.hk

- Excellent online growth driving EBITDA results
- ARPA decrease due to transition to online (lower cost of ads online vs print)
- Paying agents increased 40%

Half year metrics		HY 2013	HY 2012	Growth YoY
Total Revenue	HK\$ Mill	7.5	6.9	9%
EBITDA	HK\$ Mill	(0.5)	(0.6)	28%
Monthly ARPA *	HK\$	6,946	8,851	(22%)
Visits (000's) * (3)		269	128	110%

REA Group's growth record

Financial Comparatives (\$'000)	2009 Half Year	2010 Half Year	2011 Half Year	2012 Half Year	2013 Half Year	Growth HY 2013
Revenues from continuing operations	81,156	91,867	114,341	134,618	161,427	20%
Operating expenses	(54,701)	(54,308)	(66,447)	(75,052)	(84,133)	12%
EBITDA	26,455	37,559	47,894	59,566	77,294	30%
<i>EBITDA Margin</i>	33%	41%	42%	44%	48%	
Depreciation and amortisation expense	(3,664)	(3,360)	(4,487)	(7,174)	(9,055)	26%
Impairment	(1,252)	-	-	-	-	
EBIT	21,539	34,199	43,407	52,392	68,239	30%
<i>EBIT Margin</i>	27%	37%	38%	39%	42%	
Net finance income	683	236	1,706	3,168	4,485	
Earnings before tax	22,222	34,435	45,113	55,560	72,724	31%
Income tax expense	(9,043)	(11,297)	(13,900)	(14,351)	(21,130)	
Profit from continuing operations	13,179	23,138	31,213	41,209	51,594	25%
EPS	11.5	17.8	24.8	31.6	39.2	24%
Dividend (cents)	-	-	10.0	12.5	16.0	28%

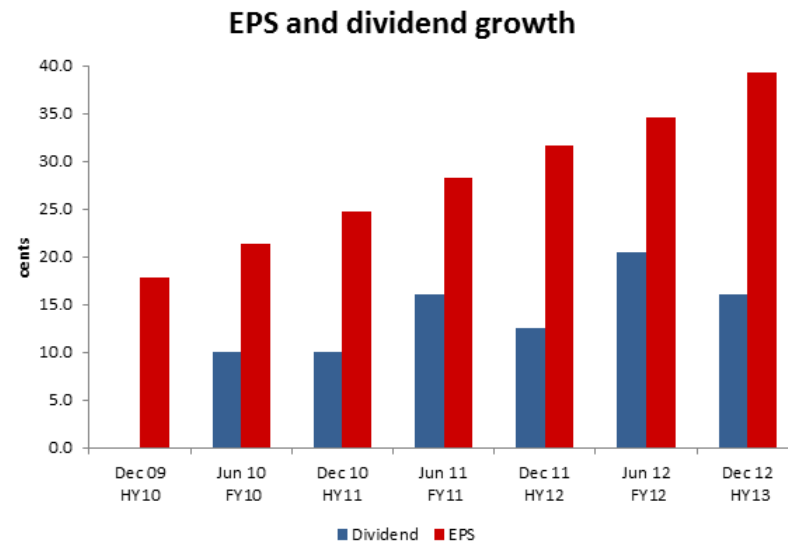
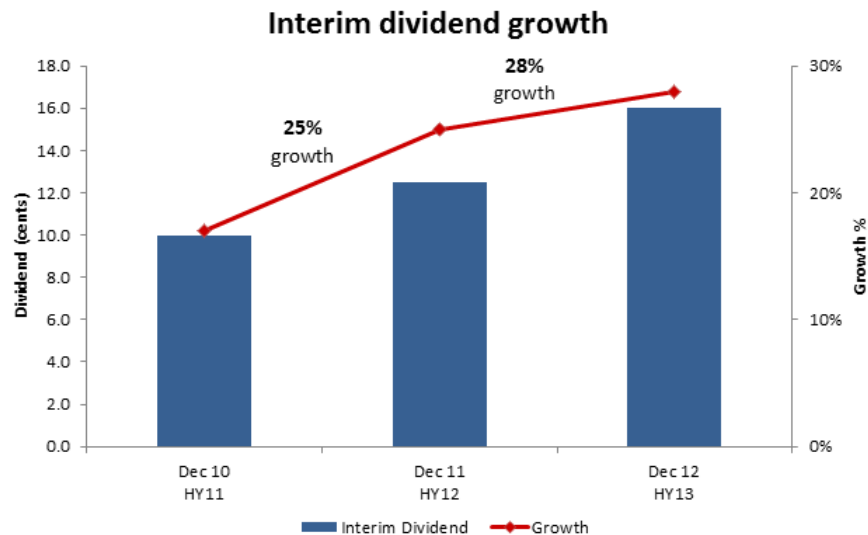


EBITDA growth continues across all countries

COUNTRY PERFORMANCE \$'000		HY 2013	HY 2012	% Growth
Revenue	Australia	144,747	119,837	21%
	Italy (1)	11,890	10,499	13%
	Luxembourg (1)	3,860	3,427	13%
	Hong Kong	930	855	9%
	Total	161,427	134,618	20%
EBITDA	Australia	77,533	62,104	25%
	Italy	1,335	301	344%
	Luxembourg	1,444	967	49%
	Hong Kong	(58)	(82)	29%
	Corporate overhead (2)	(2,960)	(3,724)	(21%)
	Total	77,294	59,566	30%
EBITDA as % Revenue	Australia	54%	52%	
	Italy	11%	3%	
	Luxembourg	37%	28%	
	Hong Kong	(6%)	(10%)	
	Total	48%	44%	



Continued growth in dividend payout



All dividends are fully franked

Product summary

62 Belmore Avenue, Southview, 9824

PIPPINSHALL
REAL ESTATE AGENTS

\$590,000 – \$630,000

House 3 | 2 | 2 | 2

Renovated stylish family home

This magnificently renovated home offers full flexibility for a family. A formal dining room with fire place, open plan living, large kitchen and outdoor entertainment...

Agent: Jim Smith

Floorplan Inspect Save Details



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				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	Skyscraper	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		Skyscraper
			Floor Ads			Creative Strip Ad
			Half Page			

Residential product examples

Product Hierarchy

FOUR DISTINCT OPTIONS TO SHOWCASE YOUR PROPERTY

The screenshot shows the realestate.com.au website with four distinct property listing options highlighted by red callouts:

- PREMIERE PROPERTY UP TO 15X MORE VIEWS¹**: A large, high-quality image of a modern house with a swimming pool.
- HIGHLIGHT PROPERTY UP TO 8X MORE VIEWS²**: A smaller image of a house with a prominent front garden.
- FEATURE PROPERTY UP TO 3X MORE VIEWS³**: A smaller image of a house with a prominent front garden.
- STANDARD LISTING⁴**: A smaller image of a house with a prominent front garden.

Each listing includes a title, price range, and a 'View Details' button. The website header shows the realestate.com.au logo and navigation links.

Feature Agent

TAKE A STRONGER POSITION TO WIN YOUR NEXT LISTING

68% of potential vendors research property online¹

Australia's No.1 property site, realestate.com.au has over 3 million visitors each month². With over 1 million visits to the 'Find An Agent' tab each month³, it makes online an important tool to help you maintain brand awareness and attract new enquiries.

FEATURE AGENT POSITIONS YOU AS A LEADER IN YOUR LOCAL AREA.

The screenshot shows the Pippin & Hall Real Estate website. It features a header with the company name and logo. Below the header, there is a section for 'Pippin & Hall Real Estate' with contact information: 230 Anderson Street, Southview 9024, (03) 9854 4..., Email Agent, and Website. A 'View Agency Profile' button is prominently displayed. The background image shows a modern interior with red chairs.

Four icons representing the benefits of being a Feature Agent:

- Stand out before standard agent listings in an enquiry ad.** (Icon: House with a star)
- Be chosen. 32% of visits to the 'Find An Agent' tab make an enquiry¹.** (Icon: Speech bubble with a checkmark)
- Stay top of mind to win new listings through prominent agent branding.** (Icon: Person with a star)
- Get a jump on competitors with only 2 Feature Agent positions available per suburb.** (Icon: Group of people)

1. Openure Data Snapshot, Average May 2011 to April 2012. 2. Residential Consumer Property Search Report, Oct 2011. 3. National Online Ratings Consumer Australia, Jan-Mar 2012. REA2102100712

Premiere Property details page

The screenshot shows the realestate.com.au website displaying the details of a 'Premiere Property' listing. The listing is for a house at 14 Fairbank Place, Southview, VIC 3000. The price is \$2,800,000 - \$3,200,000. The listing includes a large image of the house, a 'View Details' button, and a 'View Agency Profile' button. The page also features a 'Property Description' section, an 'Open for Inspection Times' table, and a 'Map' of the location.

Open for Inspection Times	
Wed 8 Nov	11:00am - 1:00pm
Fri 10 Nov	11:00am - 12:00pm
Fri 10 Nov	1:00pm - 4:00pm
Sat 11 Nov	11:00am - 12:00pm
Sat 11 Nov	1:00pm - 4:00pm

Commercial product examples

Elite PLUS, Elite and Enhanced listings

The screenshot displays the realcommercial.com.au website interface. At the top, there are navigation links for 'for sale', 'for lease', 'sold / leased', and 'find an agent'. Below this is a search bar with the text 'Address, Suburb, Postcodes, or Regions (separated by semi-colons)'. The left sidebar contains filters for 'Property Type' (All, Office, Industrial, Retail, Land Development), 'Tenure Type' (Any, Vacant Possession, Tenanted Investment), and 'Keywords' (e.g., Bank, Kitchen, workshop). The main content area shows a list of properties. The first property is '3011401 St Kilda Road, Melbourne, Vic 3009', priced at '\$10,200,000 - \$10,450,000 P.A. Under Contract'. It features a large image of a modern office building and a 'TCB' logo. The second property is '1559 Malvern Road, Torok, Vic 3142', priced at '\$10,200,000 - \$10,450,000 P.A. Under Contract'. It also features a large image of a modern office building and a 'TCB' logo.

Professional Agent

The screenshot displays the realcommercial.com.au website interface, specifically the profile of a professional agent. The top navigation bar is identical to the previous screenshot. Below the search bar, there are tabs for 'For Sale Properties', 'For Lease Properties', and 'Sold / Leased Properties'. The main content area features a profile for 'TCB Commercial - Melbourne', including a photo of the agent, 'Mike Bennett', and contact information (Email Agent, Phone Number, Fax, Website). Below the profile, there is a list of properties for sale. The first property is '3011401 St Kilda Road, Melbourne, Vic 3009', priced at '\$10,200,000 - \$10,450,000 P.A. Under Contract'. It features a large image of a modern office building and a 'TCB' logo. The second property is '1559 Malvern Road, Torok, Vic 3142', priced at '\$10,200,000 - \$10,450,000 P.A. Under Contract'. It also features a large image of a modern office building and a 'TCB' logo.

Elite PLUS details page

The screenshot displays the realcommercial.com.au website interface, specifically the details page for a commercial property. The top navigation bar is identical to the previous screenshots. Below the search bar, the property details are shown for '262 Lorimer Street, Port Melbourne, Vic 3207'. The property is an 'Industrial/Warehouse - Offices' with a 'Land Area: 1.70ha (2.20 acres) (approx)' and a 'Floor Area: 15,401 m²'. The price is listed as 'For Sale: Expression of Interest' and 'EOI closing 24/11/11 at 4pm'. The main content area features a large image of the property, a map, and a list of features: 'Building Area: 15,401m²', 'Land Area: 1.699 Ha', and 'New 15 year lease'. Below the features, there is a 'Listing Summary' table with columns for 'Tenure Type', 'Building', and 'Last Updated'. The table shows 'Tenanted Investment', 'Whole', and 'Jan 12, 2012'. Below the table, there is an 'Agent Information' section.

Supporting agents with new tailored marketing tools for vendors



THANKS TO <AGENCY NAME>, YOUR HOUSE IS NOW LOCATED AT AUSTRALIA'S NO.1 ADDRESS FOR PROPERTY

More than 3 million people a month visit realestate.com.au¹

And you don't even have to ask them to take their shoes off at the front door.

As Australia's No.1 property site, it's no wonder your agent is advertising your property on realestate.com.au. You'll also be found on our mobile and tablet apps, reaching more buyers who are searching 24/7.

Australia Post data tells us that <%> of people moving into <Suburb> didn't live in the <Council> area to start with.² So by advertising on realestate.com.au you have a big advantage over people only choosing to advertise locally.

Congratulations to you and <Agency Name> on choosing to advertise your property on realestate.com.au. Good luck with your sale.

Need some more advice on how to sell your home sooner?

Our handy online Selling Guide has heaps of great home ideas, tips, inspiration and more.

Visit realestate.com.au/sellingguide

And to discuss all your advertising options, speak to your agent at <Agency Name>.

<We're in your local neighbourhood>

<Don't forget to look out for the realestate.com.au Pick Me Up Trucks rewarding thirsty property hunters in your area.>

¹ Nielsen Online Ratings, Domestic Australia, June-August 2012
² Based on statistics provided by Australia Post for the period May 2011 to April 2012

Vendor Mail



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

Your property selling guide
Everything you need to know to plan and sell your property successfully.

FOR SALE

PREPARING TO SELL
Here's what you need to know before you put your property on the market.

ADVERTISING YOUR PROPERTY
Find out where to advertise your property to get the most views and enquiries (and the best sale price).

PRESENTING YOUR PROPERTY
Make a good impression with top on effectively presenting your home for sale, including tips on staging, inspections and auction day.

DID YOU KNOW?
You can get up to 15 times more views and 8 times more enquiries for your property simply by upgrading your online advertising.

FIND OUT MORE
Why list online? A short video
Register for selling tips today

BROCHURE MOCK UP TOOL

Pippin & Hall Real Estate
Jack Hall
0401 401 555

PIPPIH & HALL

NEW BROCHURE MY BROCHURES

Any content you upload to this app will be considered a "Contribution". In our limited liability disclaimer, you agree to these Terms of Use.

realestate.com.au/sellingguide

Vendor marketing brochures

Local community initiatives engaging buyers, vendors & agents



Coffee Trucks at auction sites



Community Events



Catching topical attention
Press ads



Billboards



Disclaimer

The material herein is a presentation of non-specific background information about the Company's current activities. It is information given in summary form and does not purport to be complete. Investors or potential investors should seek their own independent advice. This material is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of a particular investor. These should be considered when deciding if a particular investment is appropriate.