

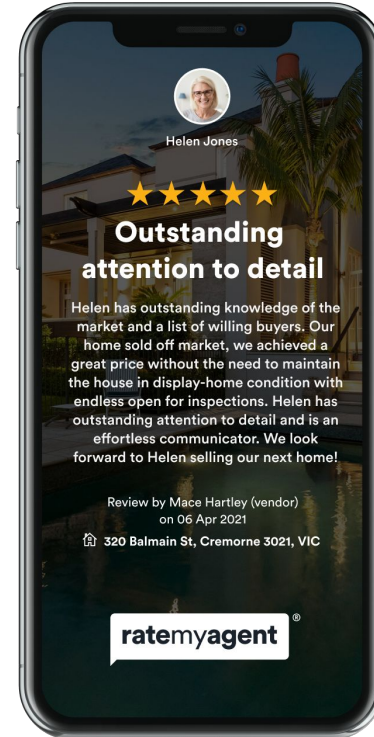
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Investor Presentation

August 2021

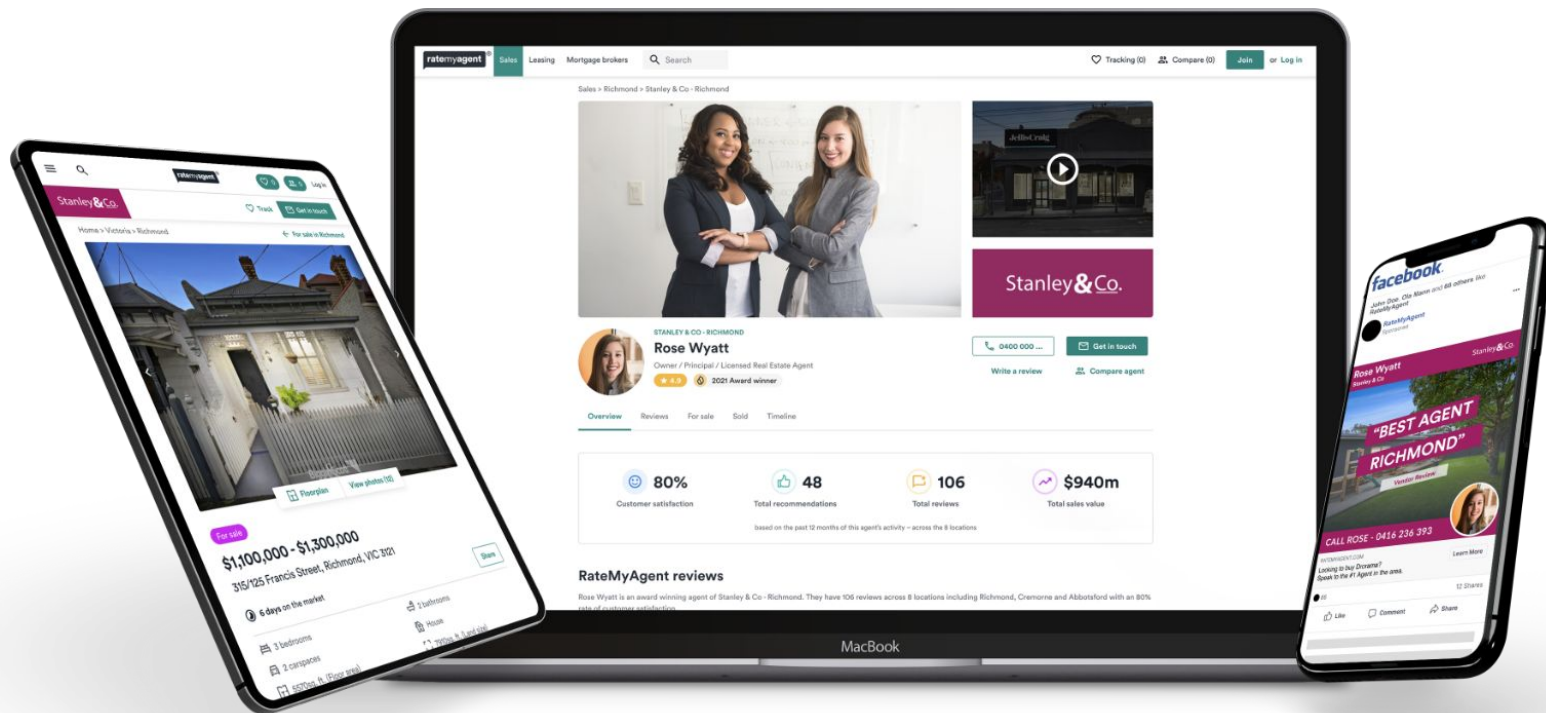
Overview - RMA Global Limited (ASX:RMY)

- Online business providing comprehensive data on sale results for residential real estate agents and reviews of agent performance from vendors and buyers
- Agents use our data to build their digital profile to market themselves on ratemyagent.com or social media
- Vendors use our data to compare agents and find an agent or agency to sell their property
- Currently dominate in Australia and growing rapidly in the US and New Zealand



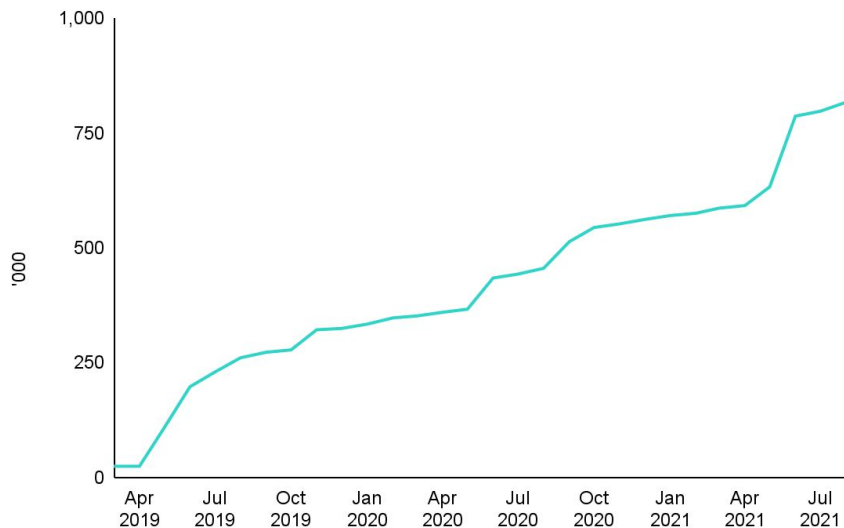
Ongoing product investment driving agent exposure and trust

Upgraded profiles and new marketing tools enable agents to showcase and share their results on social media



Data the key to long term success in the US

Agent data via MLS and brokerage partnerships

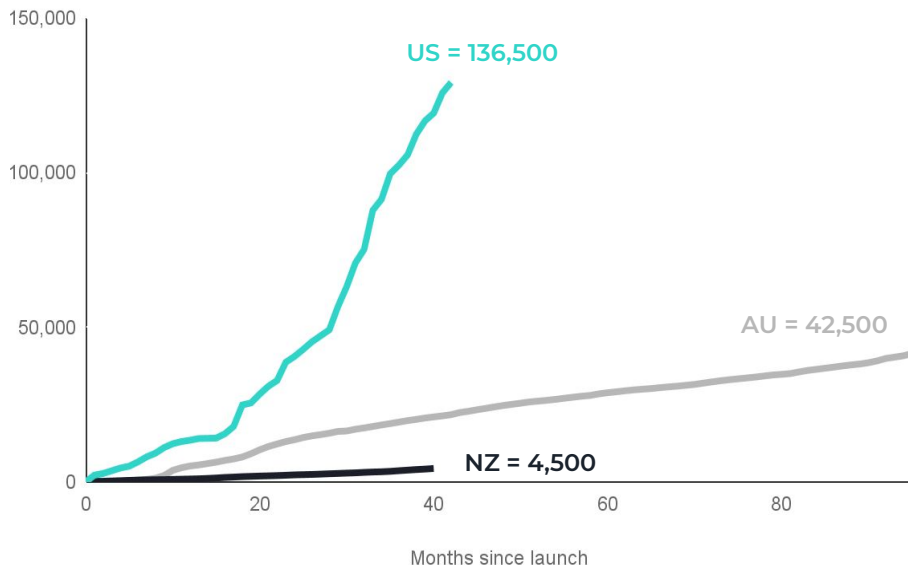


Powering agents profiles with the best data

- Have over 820,000 clean agent data feeds.
 - MLS and large brokers (RE/MAX, etc.) unlock key networks and regions
 - 60% of Tier 1 agents
- Low cost acquisition funnel to drive agent acquisition and reviews

Strong growth of agents on the platform in the US

Agents on platform



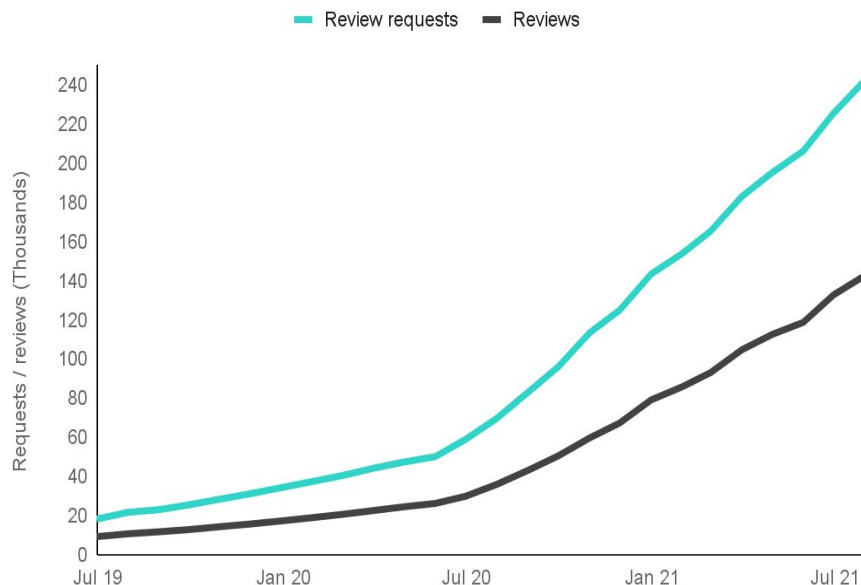
Significant growth in agents on the platform;

- 122% YoY increase*
- Through partnerships with major MLS and brokerages (RE/MAX & BHHS) we get close to agents and get more agents on the platform

*cumulative reviews FY21 vs FY20

US agents engaged and building digital footprint

Cumulative reviews and review requests



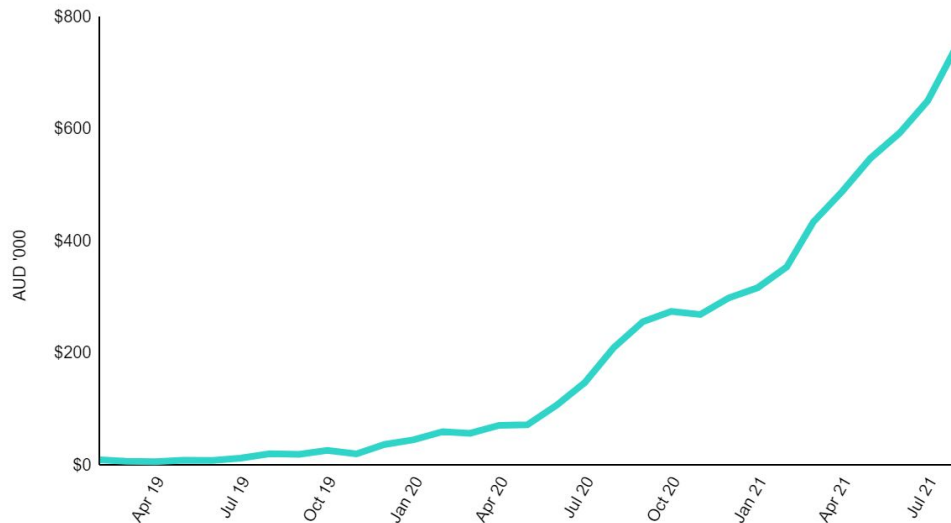
Review growth strategy

- Aggregating reviews onto one profile to build a single snapshot of an agent's success - strong early success
- Focus on getting agents to 3+ reviews
- Review automation by integrating with major Transaction Management Systems
- Automation of 'point in time' email campaigns to drive review collection and aggregation
- Fresh branded designs for review content to encourage stickiness in paid digital marketing tools
- Launch of USA 2022 Awards in more regions drives competition and review collection

US Revenues growing as reviews increase

Annualised Revenue Run Rate - \$US

USA

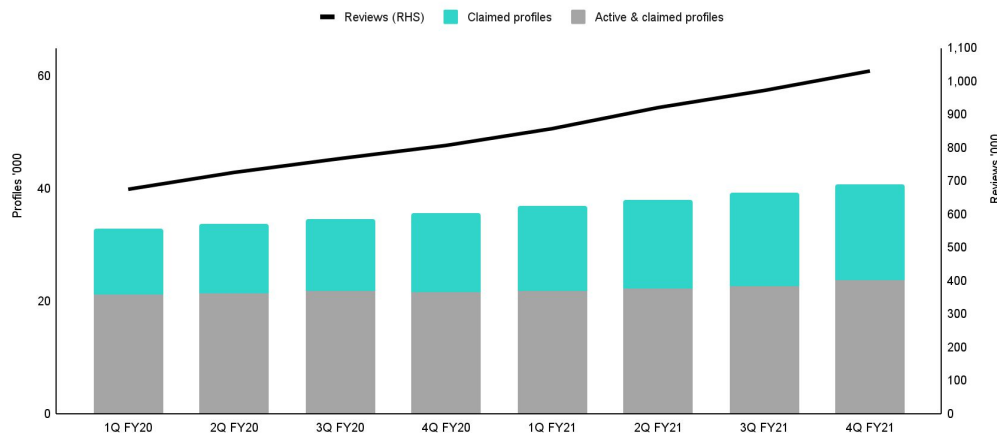


Revenue growth

- As reviews increase agents are more likely to subscribe
- Product pipeline focussed on adding value to the paid subscriptions
- Promoter testing underway
- Targeting Teams and offices of agents

Market leading position in Australia

Agents on the platform and reviews

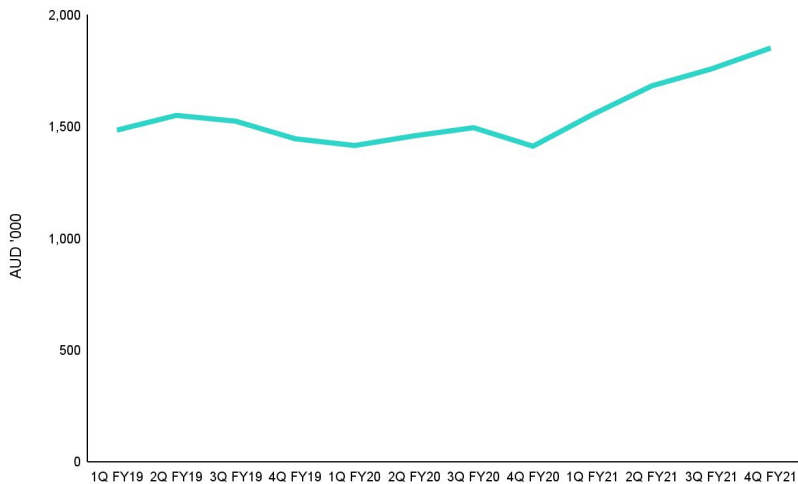


Strong agent engagement

- 82% of properties sold in FY21 were sold by agents with an active RMA profile
- 52% of agents who sell >80% of all properties have a subscription.
- Biggest year of review generation - over 220,000 new reviews in FY21

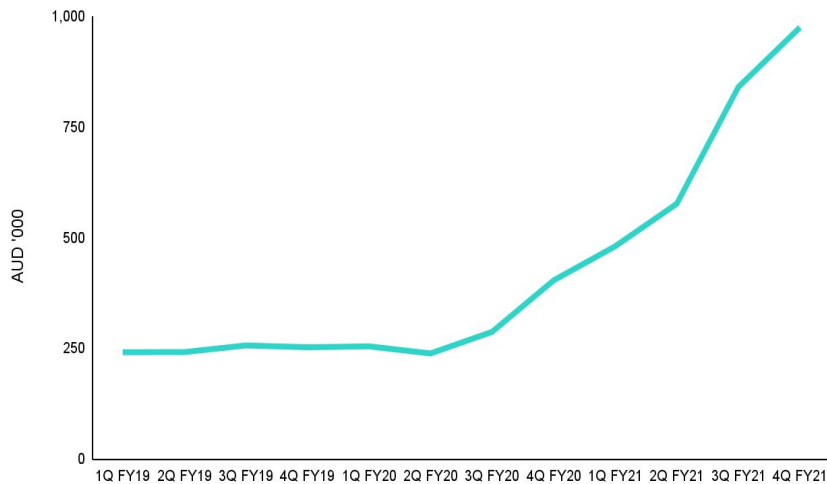
Australian Subscribers all time high - Promoter growing quickly

Subscription revenue



- Subscription revenue in FY21 up 22%.
- Promoter revenue continues to grow significantly. FY21 Promoter revenues up 154% YoY.
- Mortgage Broker revenue increasing

Promoter revenue

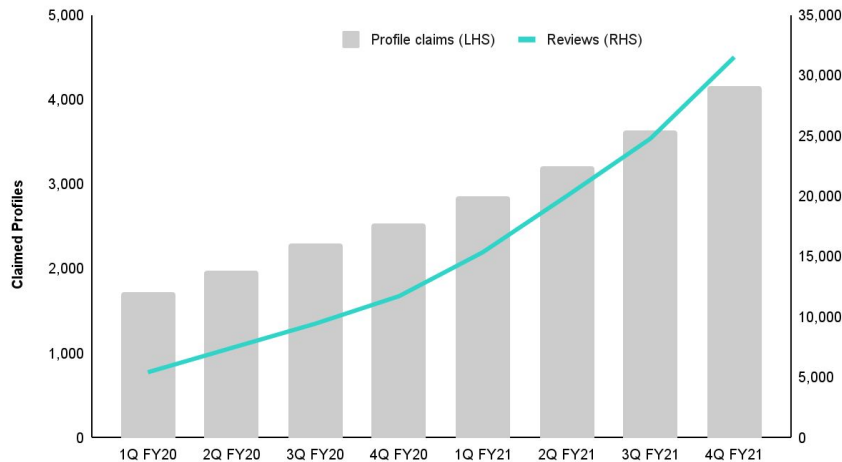


Further growth through:

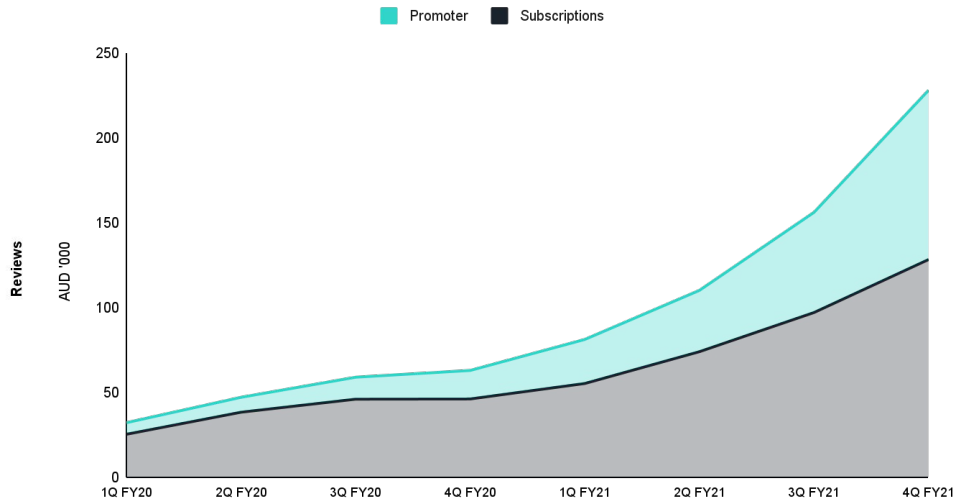
- Subscription product enhancements
- New Promoter products
- Mortgage Broking

NZ: Agent Usage

Claims and reviews



Revenues by product



- Starting to see more and more agents in key regions getting on board
- Auckland growth particularly strong



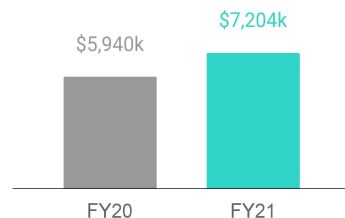
Key Financial Metrics

Key Financial Metrics

ANZ

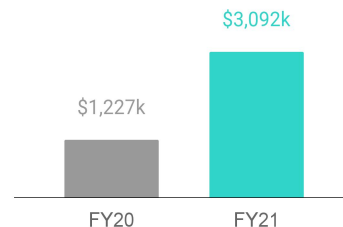
Agent subscription revenue*

Up 21%



Promoter revenue*

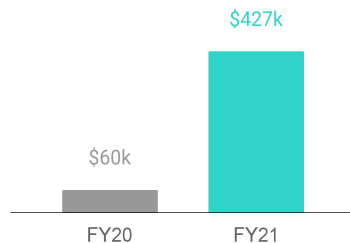
Up 152%



US

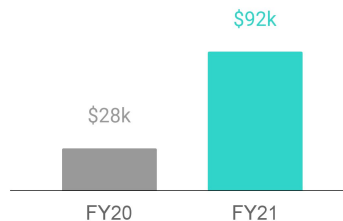
Agent subscription revenue*

Up 612%



Promoter revenue*

Up 227%

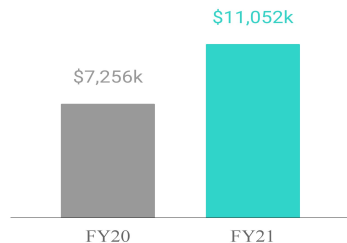


*Revenues are in AUD

Key Financial Metrics (continued)

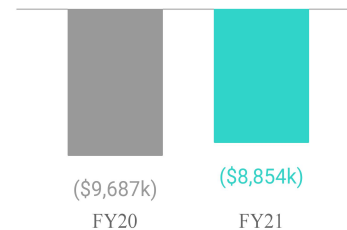
Total recurring revenue

Up 52%



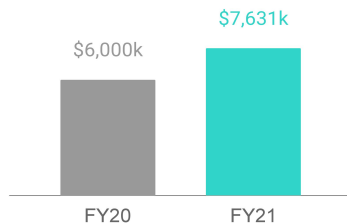
NPAT

Up 9%



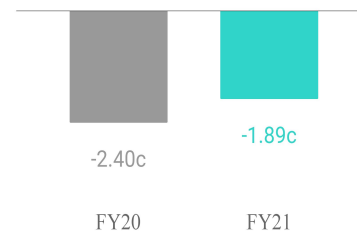
Total Agent subscription revenue

Up 27%



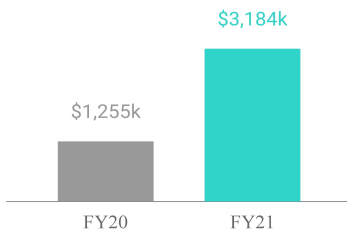
Net loss per share

Down 21%



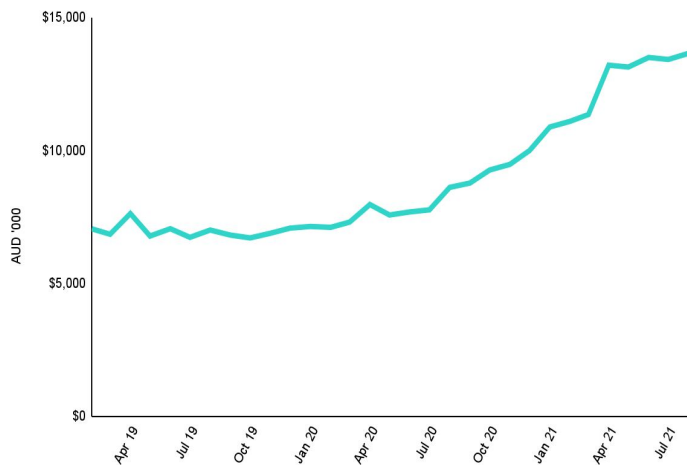
Total Promoter revenue

Up 154%



Strong fundamentals driving ARRR

Group ARRR



RMA took a major step forward in all operations in FY21:

Highest levels of platform usage in all markets

- Every market saw strong review growth, reflecting uptick in revenues

Strong balance sheet with good cash headroom

FY22 Focus:

- Further monetising the user base in AU & NZ
- Drive US agents and reviews, focused on key MLS and brokerage networks
- Monetisation of US agents
- Cashflow positive on a monthly basis in FY22

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END