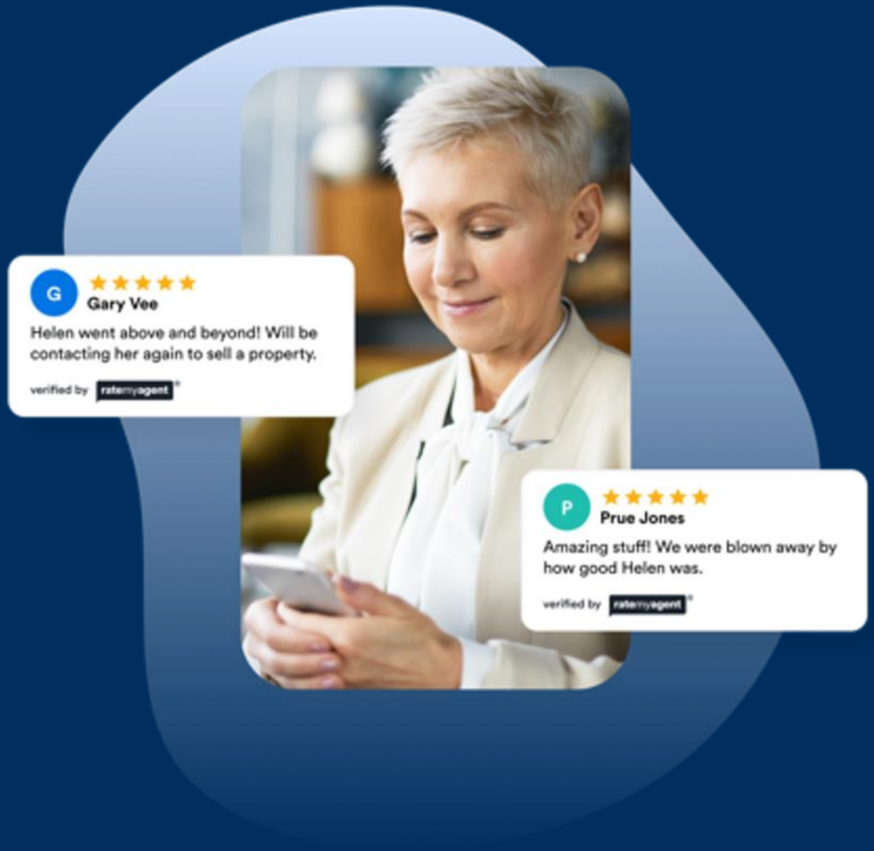
Quarterly Update

MICHAEL DAVEY - CEO



ASX:RMY

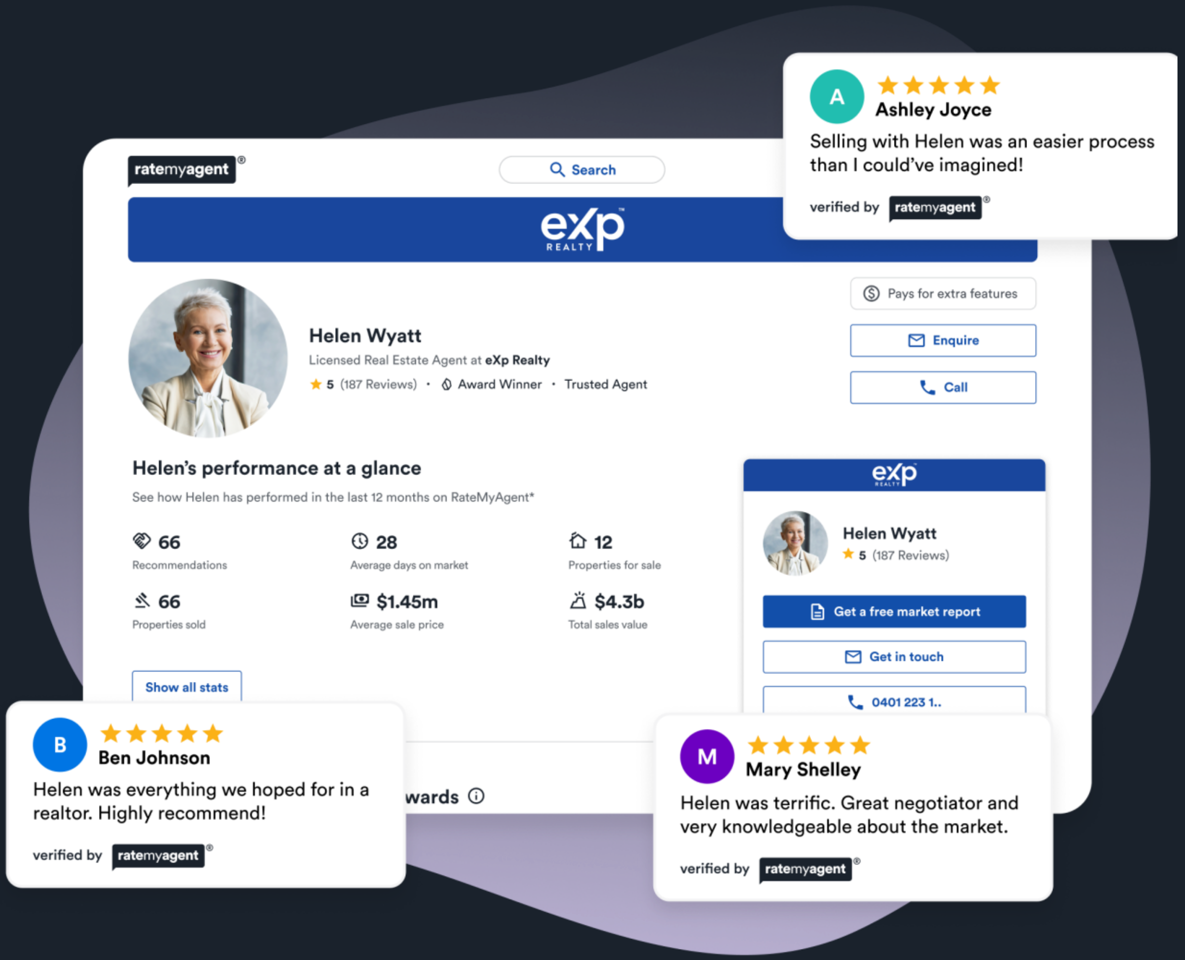
RMA Global Limited - 28th July 2023

Agenda

ratemyagent®

ratemyagent®

A digital marketing & reputation platform for agents to stand out using verified reviews



- RateMyAgent (RMA) is a Review & Marketing SaaS platform specialising in Real Estate, uniquely linking reviews and transactions
- Group subscription revenue up 17% to $3.4m in 4Q FY23 vs 4Q FY22
  - US subscription revenues up 79% 4Q FY23 vs 4Q FY22
  - Established ANZ market up 3% 4Q FY23 vs 4Q FY22.
- Significant US market presence with over 259,000 agents on the platform and over 722,000 US reviews, up 78% on 30 June 2022.
- Positive growth in key States
- Housing Market is seeing subdued conditions in ANZ and US but still delivering growth.

** All financials based on preliminary FY23 annual results (unaudited)*

Repeatable business model to drive international success

Delivering expansion into international markets

Increased monetisation

Australia & New Zealand

- ✓ Market leading platform
- ✓ Embedded within agent workflows
- ✓ Collecting reviews for 1 in 3 homes sold in Australia
- ✓ 38% of active agents in Australia & New Zealand have a paid subscription
- ✓ Subscription revenue up 3% 4Q FY23 vs 4Q FY22

Growth Strategy

1. Leverage relationships to gather transaction data and grow agents on the platform
2. Grow agent reviews and site traffic
3. Increase subscription rates with high value offering and increased referrals
4. Offer additional marketing products to increase platform spend e.g. Promoter

Rapid traction

United States

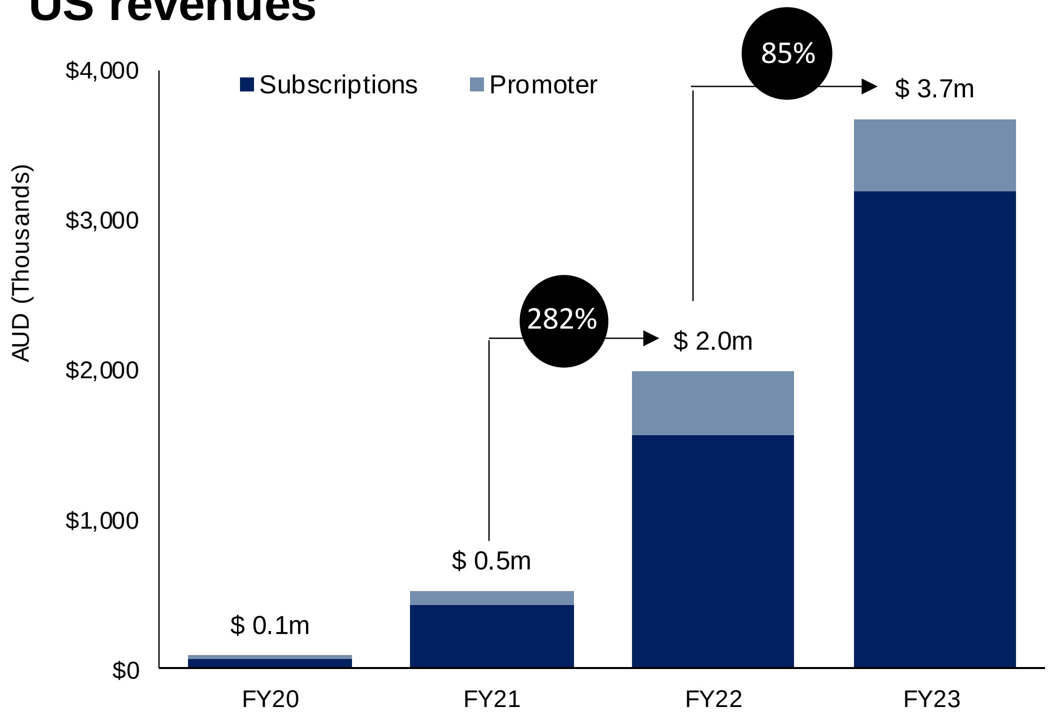
- ✓ Agents used by both buyer and sellers in a transaction
- ✓ Data relationships in place for over 1.2m agents
- ✓ Partnerships in place with large brokerage firms and networks
- ✓ Subscription revenue up 79% 4Q FY23 vs 4Q FY22
- ✓ Over 259,000 agents with profiles
- ✓ Over 722,000 completed reviews

US presents a very large addressable market opportunity

Early traction is being seen in US with usage and revenue growth. The market offers a potential ~A$340m addressable market opportunity if Australian performance benchmarks can be achieved.

Strong revenue growth momentum in the US market (AUD) in a declining transaction market

US revenues



Large US addressable market

~865,000
Active agents

x

~A$1,128
Average AUS agent spend in FY23[1]

=

~A$980m
Total addressable market

35%
AUS share[2]

~A$340m Opportunity
Assuming Australian performance benchmarks are achieved

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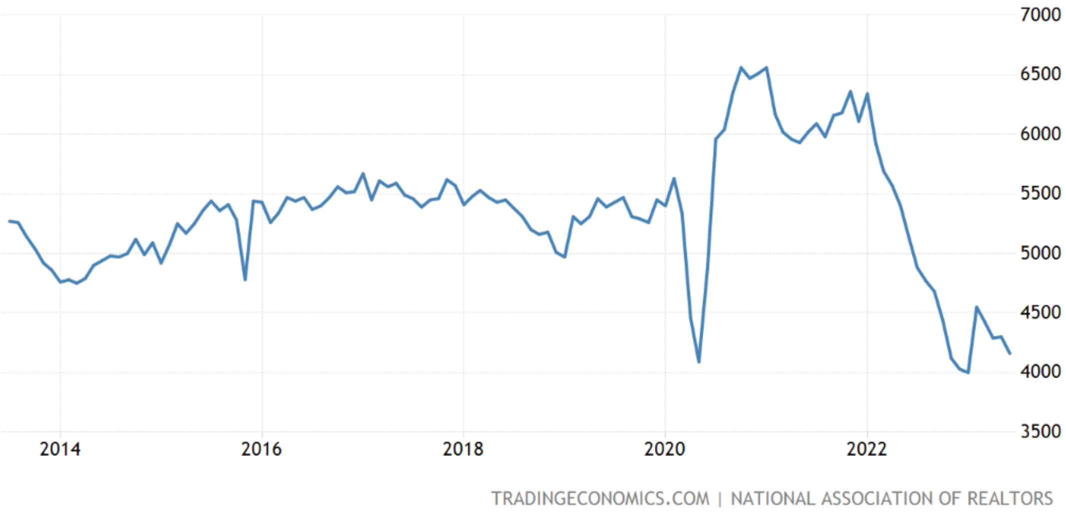
1. Based on RMA's FY23 Promoter and Subscription revenue in Australia, divided by number of agents with paid subscription in Australia. Australia has a more mature market which is reflective of the long term opportunity.
2. Based on ~11k agents with paid subscription in Australia divided by 31k total active agents in Australia

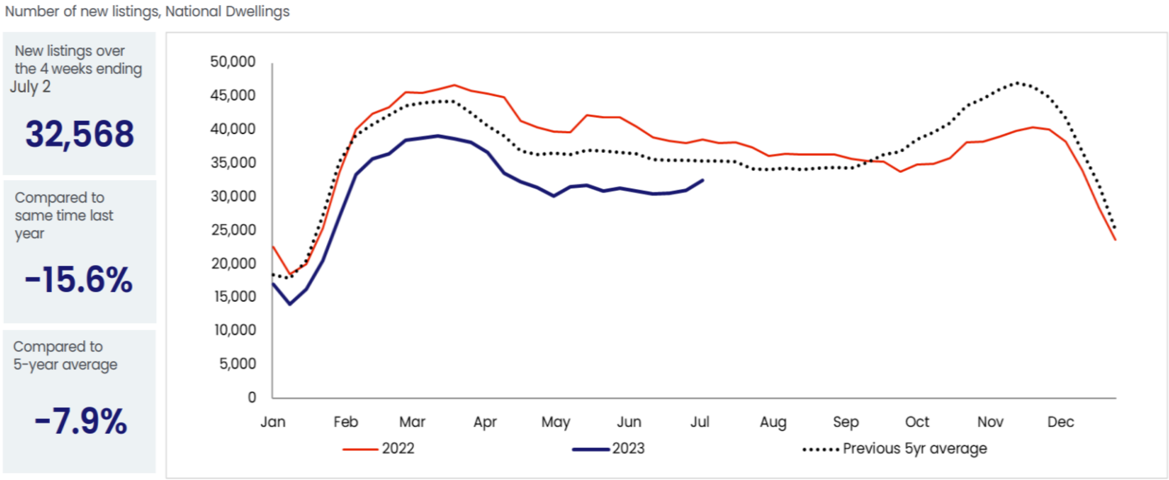
Despite challenging global market conditions for real estate agents

Higher rates are impacting real estate transaction volumes with significant YoY declines in US and AU markets.

**US Transaction Volumes Down c. 17% YoY.
Below 10-year average volumes.**

**Australian property listing volumes down c. 16% YoY.
Transaction volumes below 5-year average.**





1. https://tradingeconomics.com/united-states/existing-home-sales
2. CoreLogic July 2023 Monthly Housing Chart Pack

We continue to build momentum in our target US markets

Significant subscription growth in Florida and target states.

	California	Florida	Next 8 US States[4]	Australia & NZ
Population[1]	39.2m	21.8m	112.9m	30.8m
Active Agents[2]	127,000	153,000	345,000	38,000
Agents with subscriptions[3]	1,000	1,900	1,600	14.3k
Change from December.	+300	+700	+600	+1.2k
7 Months Growth (%)	+30%	+60%	+60%	+9%

Focus on Florida, with results in our next largest markets

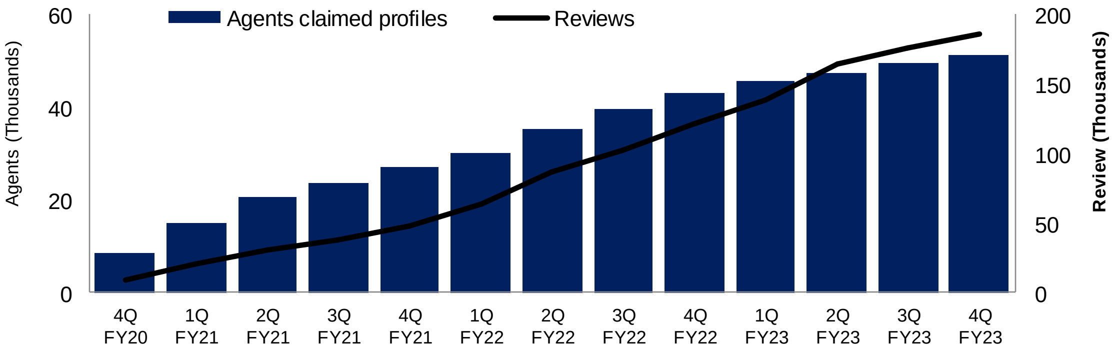
— Driving uptake and free-trial conversion to paying

— Target next largest US states with our validated model for entry and expansion

Adjacent market opportunities remain open

— Leasing & rentals; Mortgage finance & brokers; Conveyancing and settlement; Data services.

Florida Agents on platform vs reviews (cumulative)

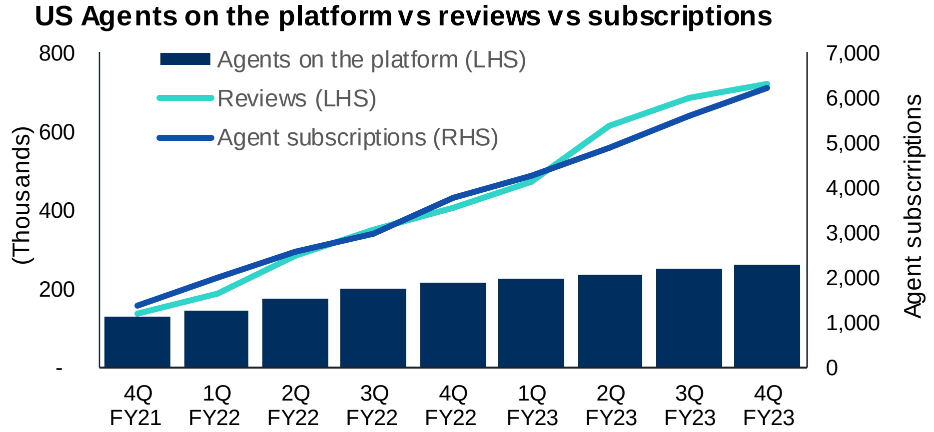


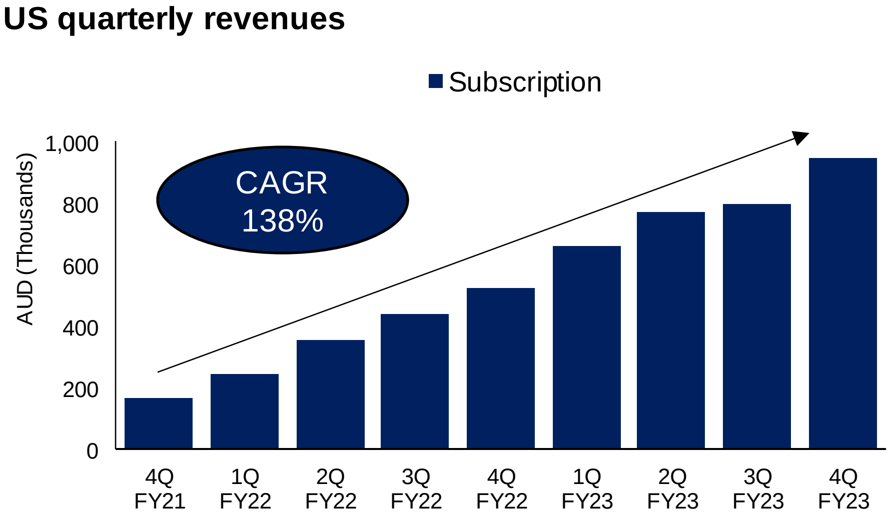
1. US Census.gov (2021), World Bank (Australia, New Zealand, 2021)
2. Active Agents defined as an agent who has completed one or more transactions in the last 12 months
3. As at June 2023, rounded to nearest 100 agents
4. Next 8 largest states by agent count include Texas, New York, New Jersey, Arizona, North Carolina, Illinois, Georgia, Pennsylvania.

Continued US revenue growth despite market conditions

Since downgrading our free tier, our 14-day trial offer is converting at c.70% to paid subscriptions

Continued revenue momentum in the US market





Revenue Priorities

Leverage our Partnerships to drive subscriptions

- EXP, BHHS, Realty One Group & RE/MAX

Continuing to prioritise our Key States

- Florida and California
- Targeted marketing to improve awareness and uptake

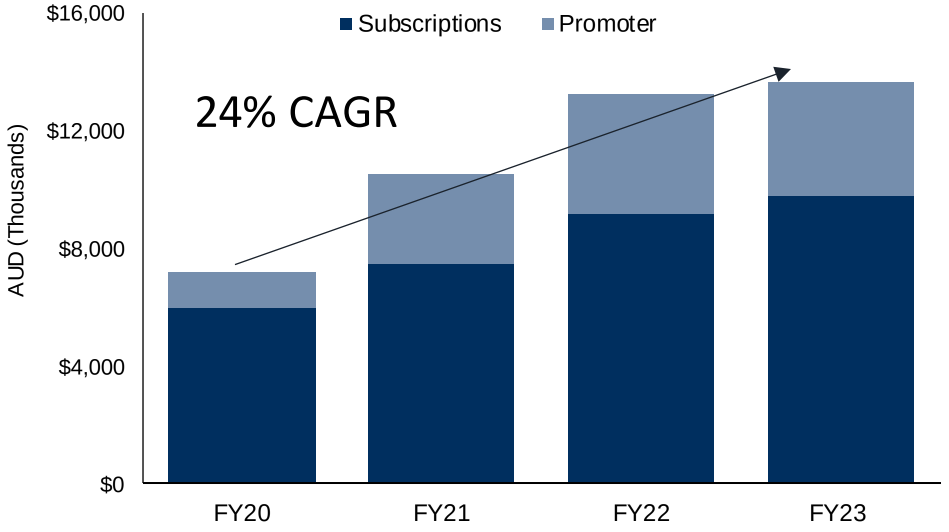
Improve our Platform to make it easier, stickier and more valuable for agents

- Simpler signup and onboarding
- Improved Google workflows for agents
- Additional automation options
- Improved usability and scalability of our platform
- Our subscription offering for Teams

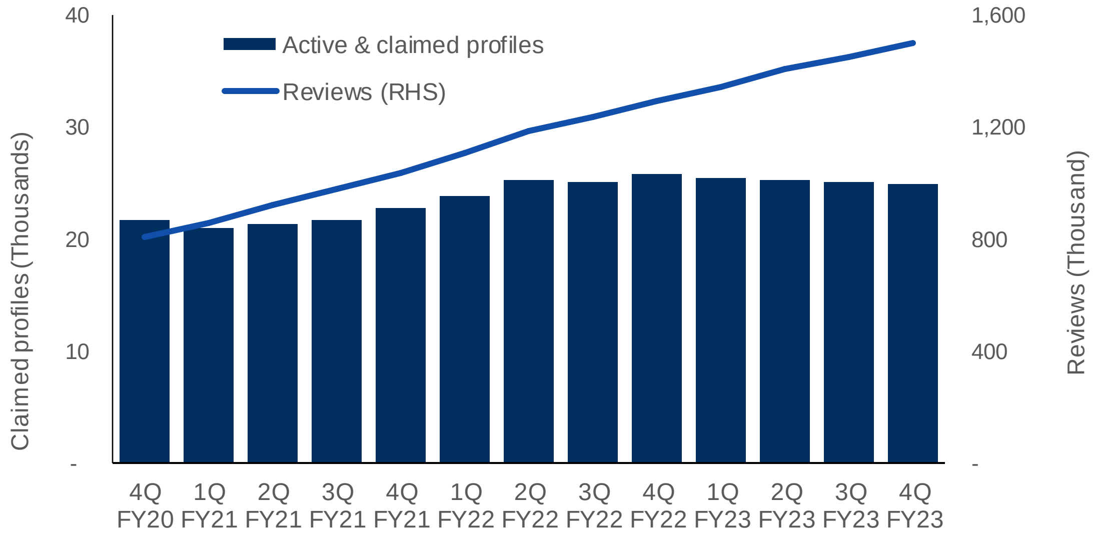
Established footprint in ANZ

The ANZ model is proving robust under declining property market volumes

ANZ revenues



Active AU agents on the platform vs reviews (cumulative)



ANZ Subscription revenues in 4Q FY23 are up 3% YoY.

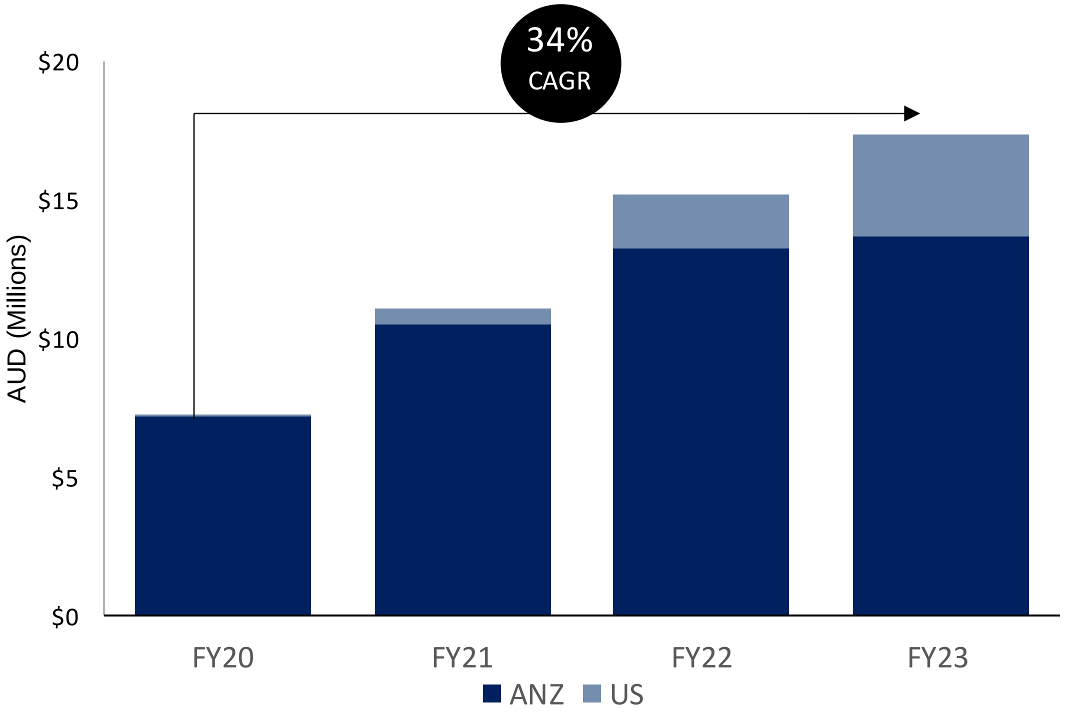
Challenging market with transaction volumes in Australia are down significantly YoY:

- New property listings down 16% YoY
- Total properties for sale down 5% YoY

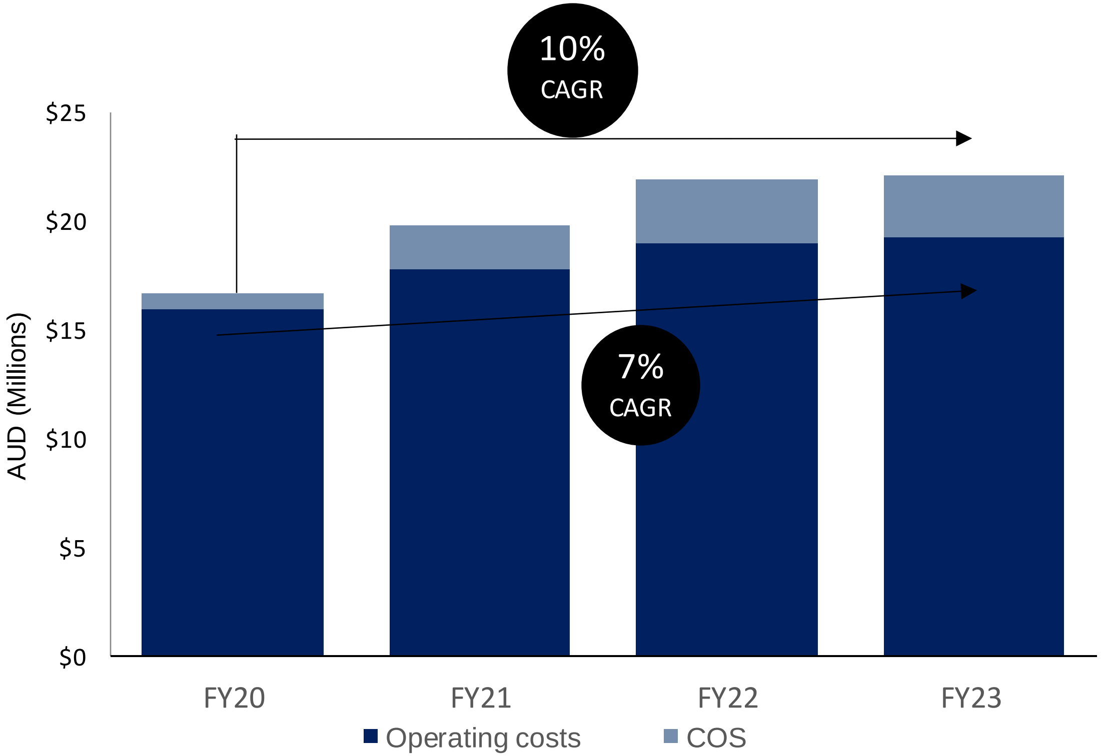
Strong operating leverage to drive future profitability

Ongoing revenue growth leveraging a comparably fixed operating cost base

Annual recurring revenue by region (A$)



Annual operating expenses (A$)



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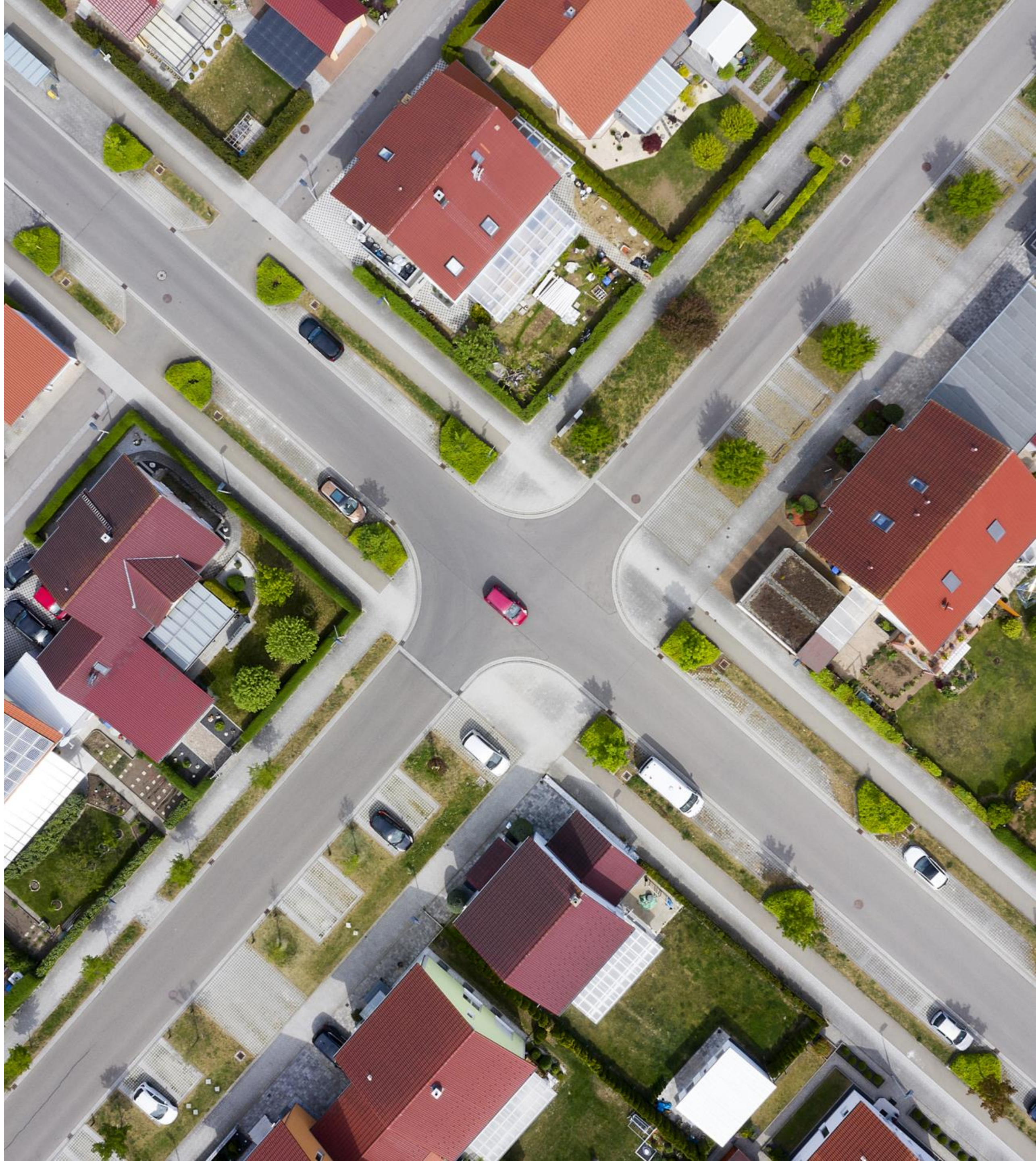
Summary & Outlook

1. 3 of last 13 months have been cashflow positive
2. Achieving very positive growth in our key States, particularly Florida
3. US Subscription revenue up 103% YoY and now c.25% of Group subscription revenue
4. Cash burn down significantly
5. On track cashflow positive in FY24



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