

ASX Announcement

16 July 2015

RENT.COM.AU SIGNS SIGNIFICANT DIGITAL MARKETING AGREEMENT WITH ACCORDANT

Rent.com.au Limited (ASX: **RNT**) ("**RENT**" or "**the Company**"), Australia's leading rental property web portal, has signed a digital marketing agreement with Accordant, Australia's leading full service digital optimisation and personalisation agency, to drive visitor traffic to www.rent.com.au. This agreement will substantially improve engagement and ultimately increase conversion of visitors to the site.

"This is a significant step towards our objective of increasing the volume and quality of renter traffic to the site. Historically we've been able to achieve very good search engine marketing results, however this agreement with Accordant will take us to another level of expertise and optimisation," said RENT Managing Director, Mark Woschnak.

"Accordant works with some of Australia's biggest and best known consumer brands, enabling them to extract the greatest return on investment from digital marketing. We are delighted to be able to leverage this expertise to drive more renters to www.rent.com.au."

Following a successful ASX listing on 23 June 2015, RENT is finalising recruitment of key sales and marketing staff and has commenced its national marketing campaign which has three core objectives over the next 12 months:

- 1) Increasing the volume of renter traffic to 500,000 unique visitors per month;
- 2) Increasing levels of rental property listings from non-agent landlords; and
- 3) Increasing content from, and sales to, property agents.

ENDS

Further information: John Gardner / Peter Kermode, Citadel-MAGNUS +61 8 6160 4900

ABOUT RENT.COM.AU

Rent.com.au is the only national web portal in Australia that focuses entirely on the property rental market and includes listings from both property agents and non-agent private landlords. Rent.com.au was established in 2007 by experienced real estate and new media entrepreneur Mr Mark Woschnak, who has more than 25 years' experience in real estate, digital publishing and classified services.

Since inception, Rent.com.au has focused on the development of the necessary technology, product alliances and critical mass of content to be ready to fully commercialise the platform. It is now a top 10 national property website and has recently listed on the ASX following a successful capital raising. The capital raised will be used to commence commercialising the site by deploying a national marketing campaign to increase traffic to the site and agent listings content, as well as commence shifting the large volume of offline non-agent landlord listings to online at www.rent.com.au

ABOUT ACCORDANT

Accordant are Australia's leading full service digital optimisation and personalisation agency specialising in data and technology across paid search and owned on site media to deliver increased conversion rates, customer satisfaction and brand engagement.

Accordant offer services across paid media optimisation, website personalisation, conversion rate optimisation, analytics reporting and insights and data management and centralisation. Working with Australia's leading brands, Accordant develop strategy, technology and expertise to achieve greater return on investment, increased conversion of prospects and deliver relevant conversations to customers.

With a talented team led by some of Australia's most experienced optimisation experts and as a certified business partner of Adobe, Accordant pride themselves on delivering measured results and great experiences for clients and their customers alike.