



Half Year Results FY2019

Introduction

- Market leading site focused on renters, delivering the best experience, features and information available (+26% increased organic traffic, now more than half of total visitors)
- Pushing deeper into the tenancy period through a combination of acquisitions and development of new products and features (RentPay, insurance etc.)
- iOS and Android apps ranking and performing well, engaging audience and opening up new opportunities to promote products and services throughout renter lifecycle

Half Year Results

	H1 FY19 \$'000	H1 FY18 \$'000	% Change	Commentary
Renter Products	585	461		<i>Strong Renter Resume growth, RentPay contribution</i>
Advertising	387	456		<i>New/additional staff added, significant growth potential</i>
Other Revenue	85	135		<i>Agent revenue – in line with shift to focus on renters</i>
Total Revenue	1,057	1,052	0.5%	
Marketing & Cost of Sales	(693)	(802)		<i>+26% increase in organic traffic allows further cost reductions</i>
Overheads	(1,483)	(1,716)		<i>Ongoing disciplined cost management</i>
Total Expenses	(2,176)	(2,518)	(13.6%)	
EBITDA	(1,119)	(1,466)	(23.7%)	Continued bottom line improvements

Our Strategy

Australia's #1 site dedicated to rental property.

Our rental only positioning allows RENT to legitimately advocate for renting and renters.

We're working with renters, agents and landlords to provide the necessary tools and services to make the whole process of renting easier, more rewarding and more enjoyable for millions of renters.

Our Philosophy



Renters in Suits

Our renters will always be presented to agents and landlords in a way that maximises their chances of getting the home they want



Properties on Pedestals

We present our properties with additional, relevant information that makes the process easier for renters



Flick the Forms

Let's automate where we can. We are removing the need for most of the paperwork to help save our renters time and effort



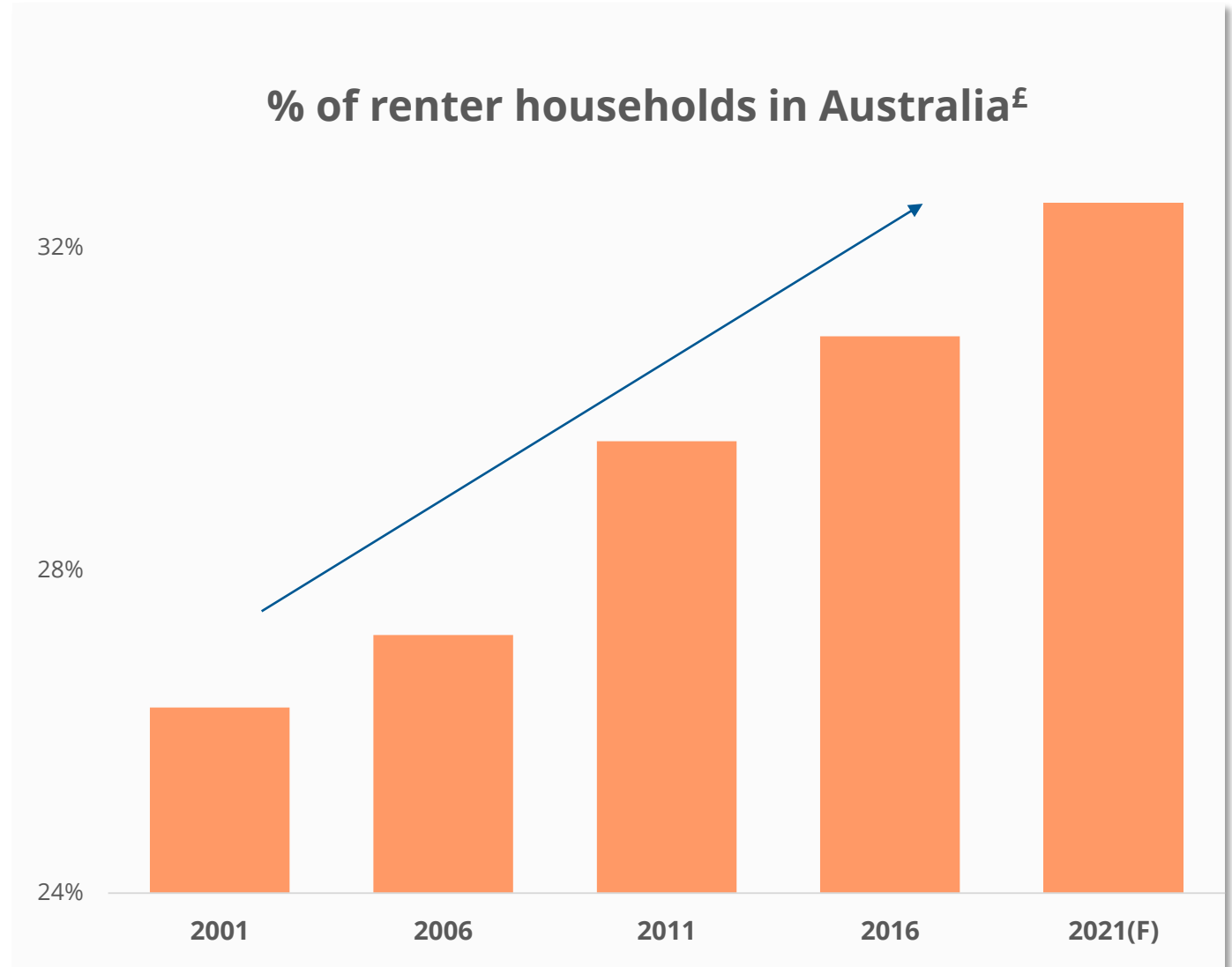
Home for Renters

We are fast becoming the default destination for renters, by adding value and not expecting reward for no effort

Why renters?

**7 million Australians
(30% of Australian
households) are renters -
a significant and
growing segment.**

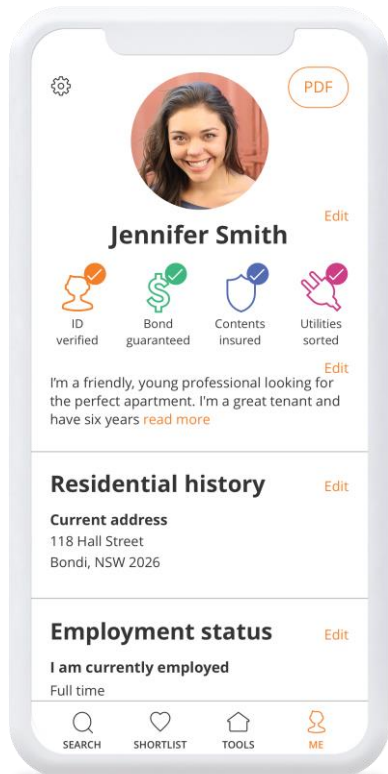
**The only national
advocate with the “skin
in the game” to really
improve renting.**



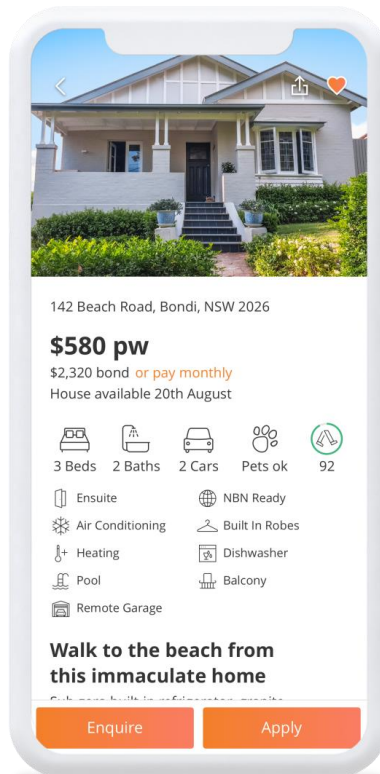
Winning renters over

By providing useful features aimed at renters, that aren't found elsewhere, we're gaining renter support. We will continue to innovate and lead in renter services.

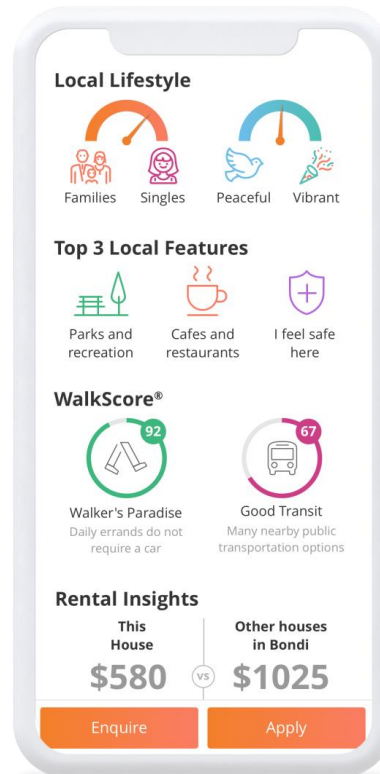
Renter Resume



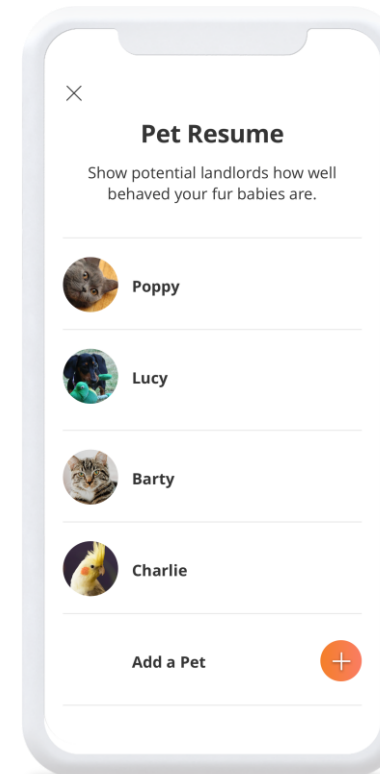
Property Listings



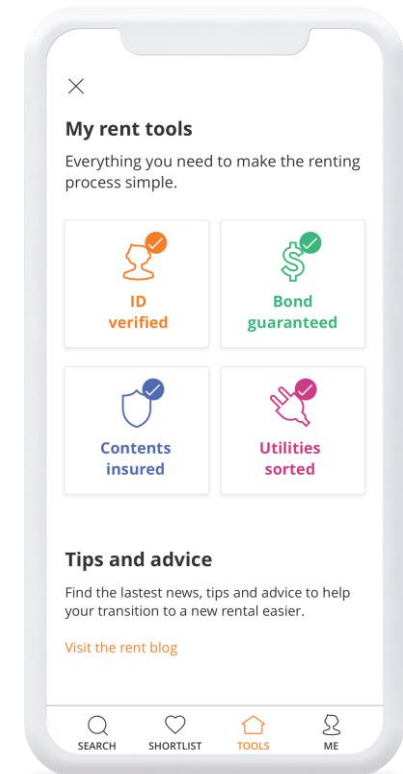
Unique search tools



Pet Resume



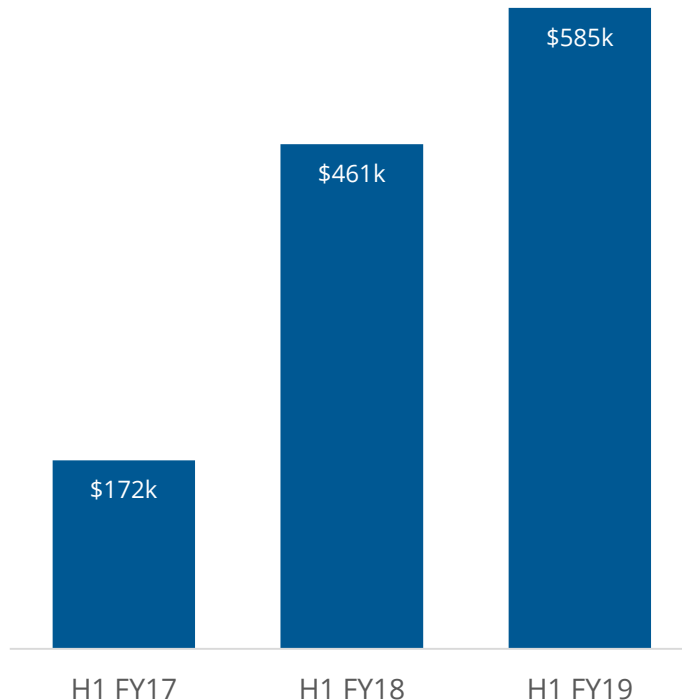
Renter Products



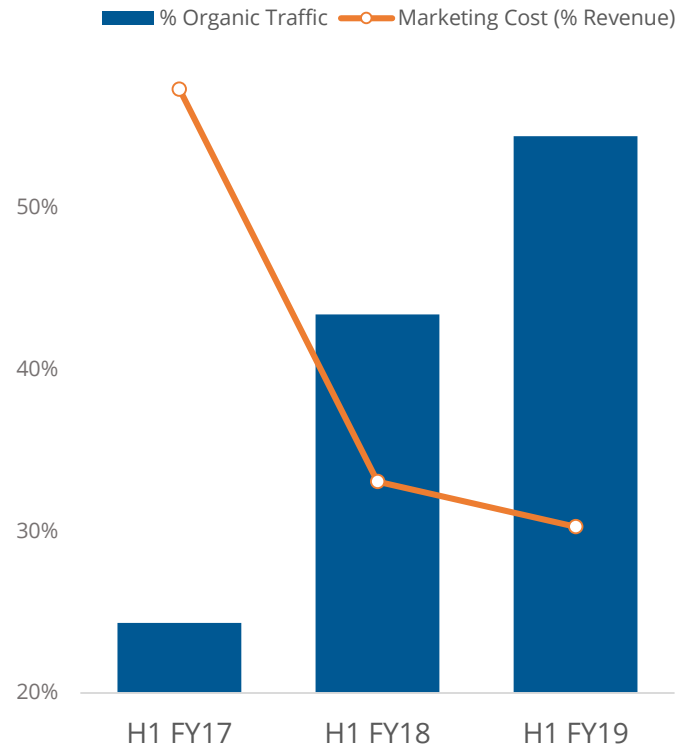
Renters are responding

We're seeing the positive impact of what we do in several different ways and there's still much untapped opportunity throughout the tenancy lifecycle

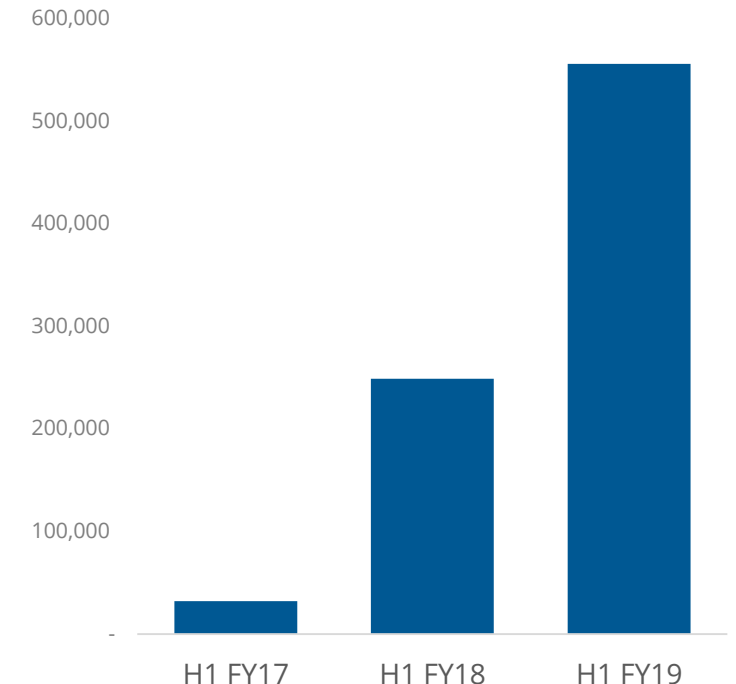
+27% Growth in Renter Products Revenue



+26% More Organic Visitors



+123% More Views of Renter Advice Pages



Increasingly relevant to agents

January 2019

(Monthly Snapshot)



749,324

Unique Visitors browsing
8.2 million pageviews



27,798

Renter Resumes created
(896 per day)



73,970

Average rental listings active
~90% of national rental ads



97,109

Applications and Enquiries on
rental properties

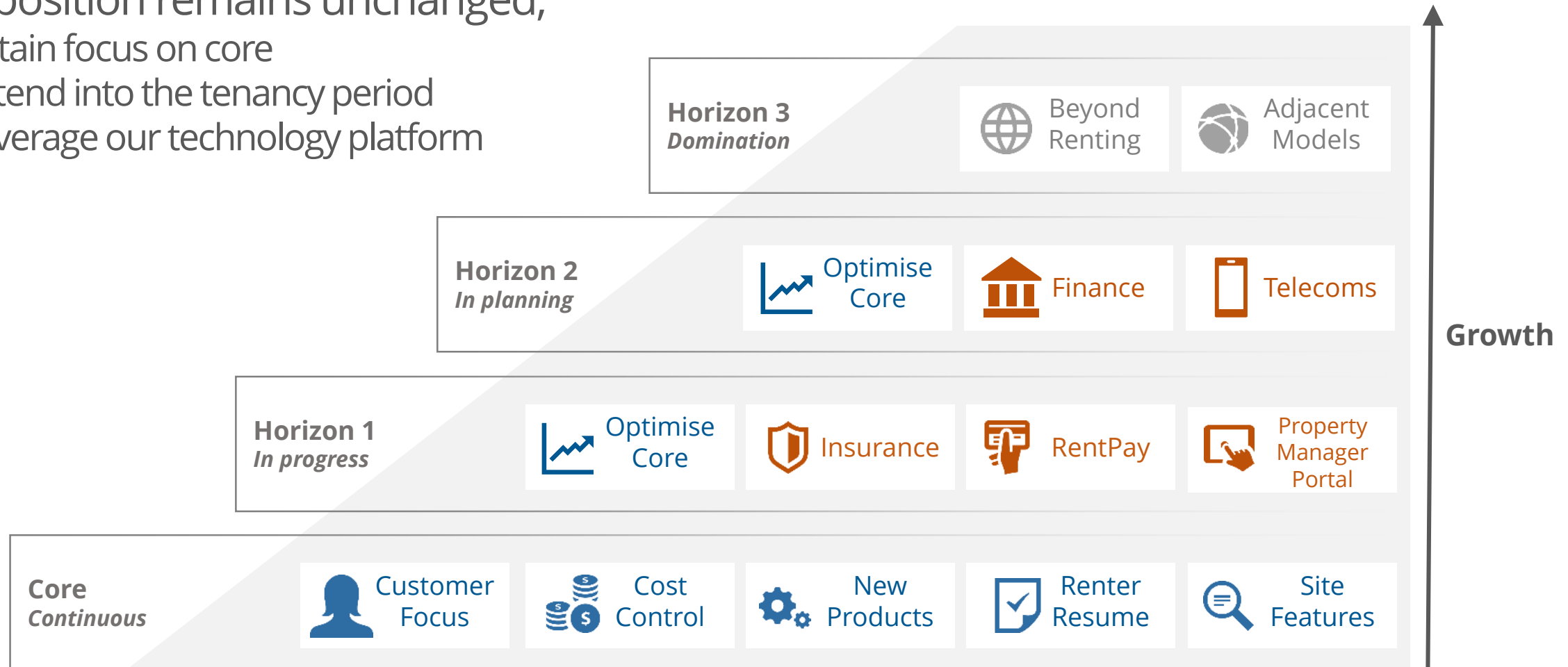
We're providing an additional source of property views and rental applications from quality renters.

Additional services such as RentPay and the property manager portal will release new benefits and/or income streams for property managers.

Moving beyond property search

Our position remains unchanged;

- Retain focus on core
- Extend into the tenancy period
- Leverage our technology platform



Assembling the pieces

The tenancy period is a great opportunity for us to continue adding value for all our customers

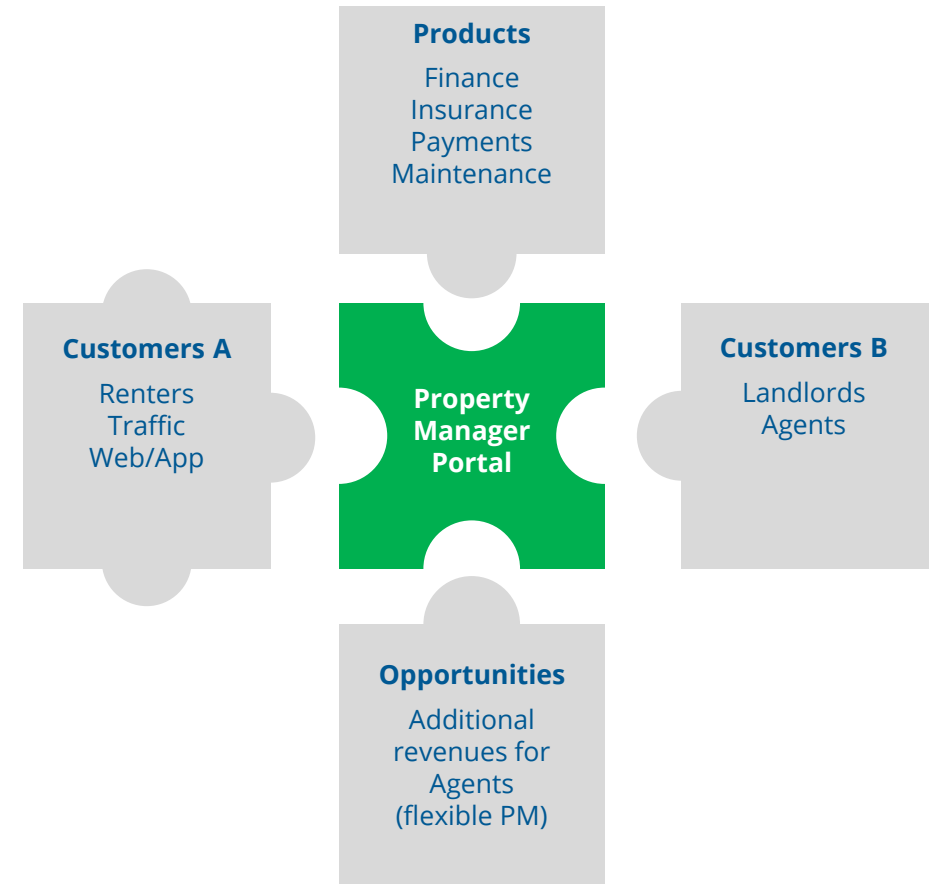
Whilst we have many of the components in place, they need to be integrated into the lifecycle of renting

Renters

- App – payments, ledger, alerts, messaging
- Finance – smoothing, loans, balance
- Insurances – contents, rental payments
- Maintenance – manage requests, issues and inspections

Landlords/Agents

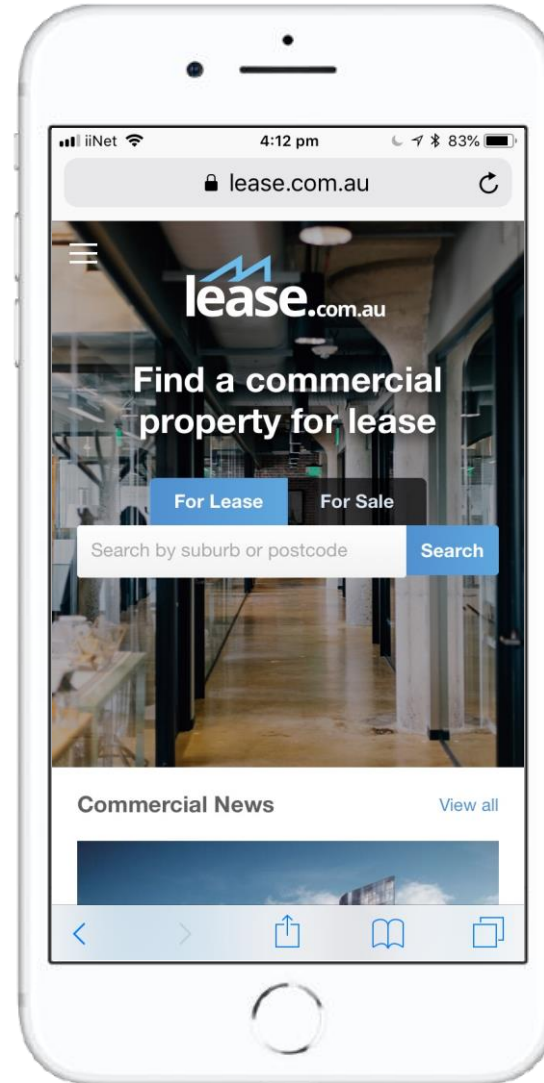
- Property management tools
- New revenue opportunities for Agents (PM as a service)
- Low cost and efficient



Scaling technology

We have a world class technology platform, unique data sets and are increasing our influence in the industry

- Opportunities to expand into adjacent segments, low cost of entry for us
- Partnership models to increase the take-up of our datasets, increase organic traffic and/or additional revenues (Renter Resume, Lifestyle Database)
- 2019 is likely to see some industry consolidation, remain open to opportunistic acquisitions (RentPay) to accelerate our growth/capabilities



Resourcing separately to RENT

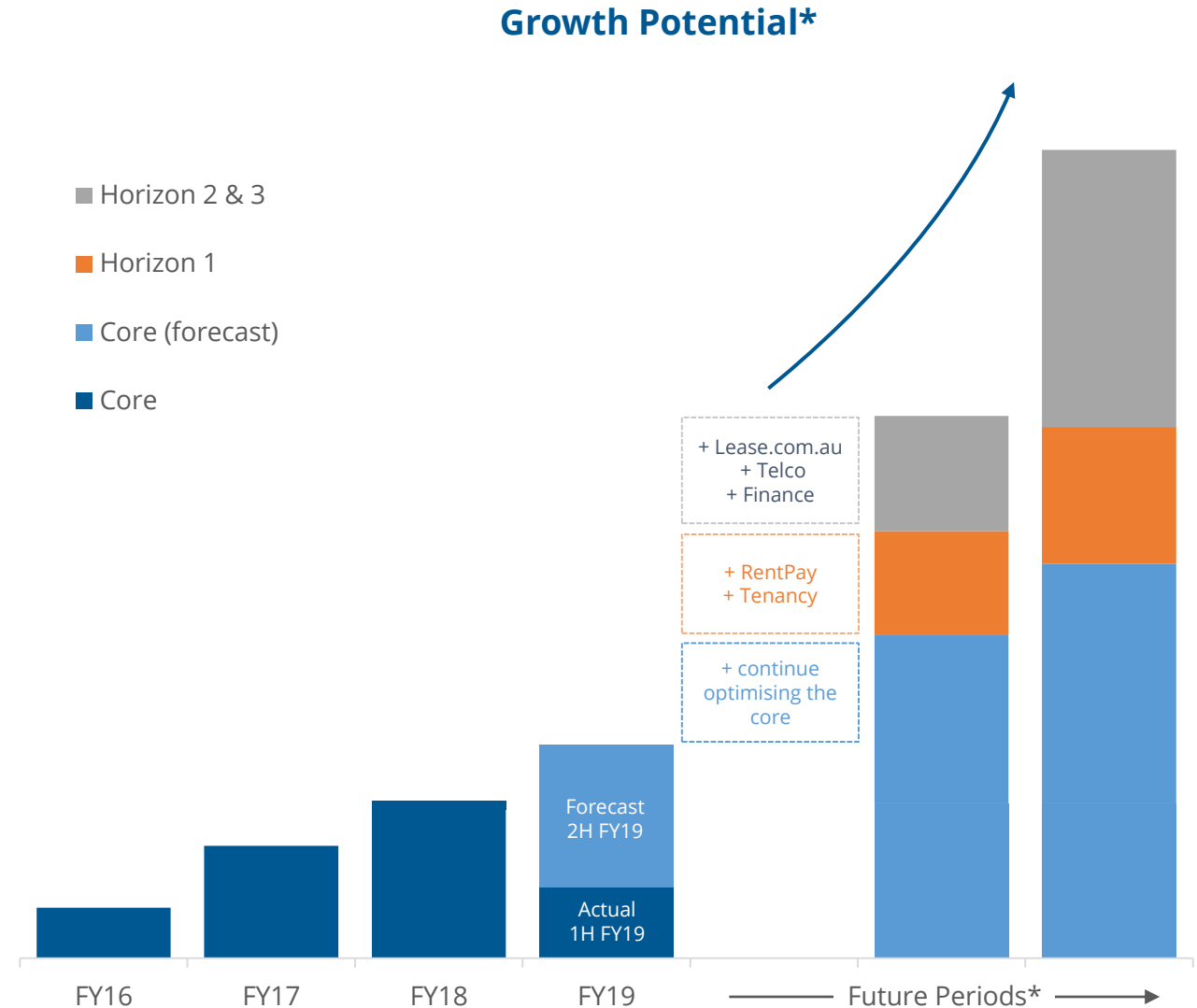
Current focus on building content (listings) and traffic (SEO):

- +2,500 commercial property listings now on site (*5% market share**)
- Organic search rankings improving
- Building out commercial rental advice pages

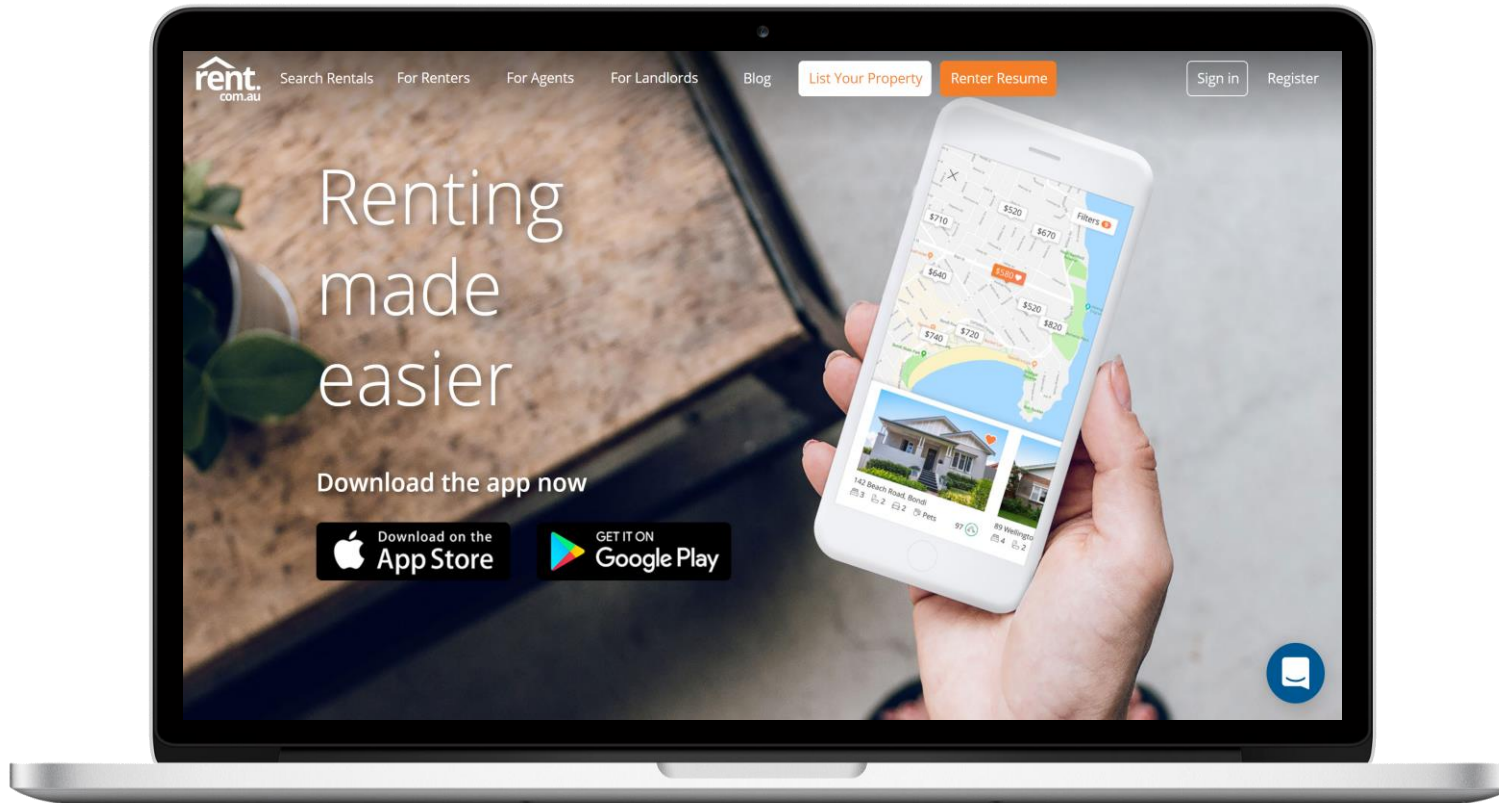
Building influence and scale

We know there are many more opportunities available and to achieve our ambitions we are:

- Maintaining our focus on the customer
- Making the most of what we already have
- Building the platform for the future



Appendix



Corporate Information

Financial information

Share price (31-Dec-18 close)	\$0.048
Shares on issue	236.3m

Market capitalisation **\$11.4m**

Cash (31-Dec-18)	\$1.0m
Debt (31-Dec-18)	\$Nil

Enterprise value **\$10.4m**

Shareholdings at Dec-18	Shares	%	Change*
Board & Management	33,823,303	14.3%	↑ 1.0
Other Top 30 Shareholders (non-Board & Management)	115,256,826	48.8%	↑ 3.1
Other Shareholders	87,259,249	36.9%	↓ (4.1)
	236,339,378	100.0%	

* Percentage points increase / (decrease) since June 2018

Greg Bader



Chief Executive Officer

- 20+ years experience as a senior executive with proven success in rapidly growing technology businesses
- Former senior executive at iiNet, where he grew business services revenue to over \$200m during his tenure

Garry Garside



Non-Executive Chairman

- Experienced property developer and investor
- Founded Prime Health Group before merging it with Westpoint Healthcare to form Endeavour Healthcare

Sam McDonagh



Non-Executive Director

- 20+ years experience in senior management roles
- Country Manager of Airbnb Australia/NZ, former GM South East Asia for eBay and Chief Sales & Marketing Officer for iiNet

Phil Warren



Non-Executive Director

- 20+ years in corporate/advisory roles with ASX listed companies
- Executive Director of corporate advisory firm Grange Consulting
- Non-Executive Director of Family Zone Cyber Safety Ltd (ASX: FZO)

John Wood



Non-Executive Director

- Extensive experience in retail, property, sales and marketing, business management and tourism
- Founder and General Manager (Sales) of National Lifestyle Villages

Thanks

Contact:
investors@rent.com.au
www.investors.rent.com.au

