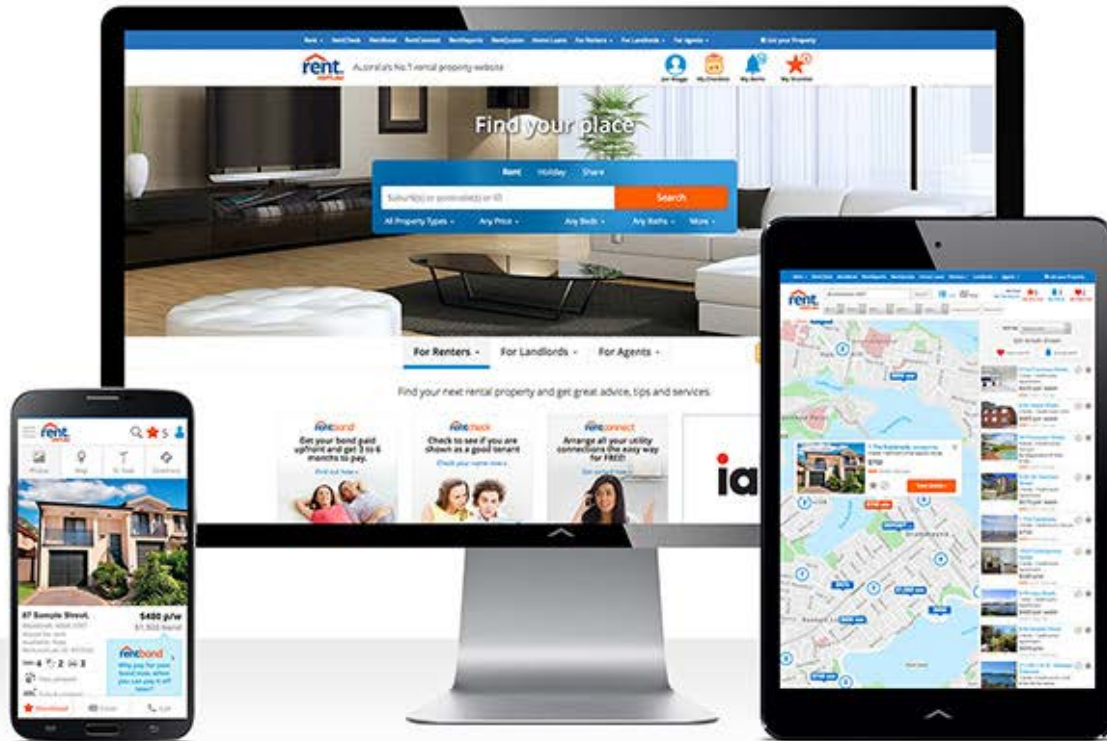




Australia's No.1 rental property website



June 2015

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The rental property market in Australia is a large and growing section of the overall property market. It is also fragmented and under-serviced.

- > 30% of Australia's population (7 million people) rent; primarily key 18-35 demographic
- > Over 2.6 million rental properties in Australia
 - > 1.4 million properties managed by ~10,000 property agencies
 - > 1.2 million properties self-managed by ~1 million non-agent landlords
- > Average lease turnover is <12 months;
- > 3 million annual rental transactions represents 5x the number of home sales;
- > 44% of real estate agency revenue is derived from property management;
- > Over 50% of all rental advertising is offline; non-agent landlords traditionally advertise in print media and other offline sources

\$60bn

In annual rents

7 million

renters

1 million

non-agent
landlords

10k

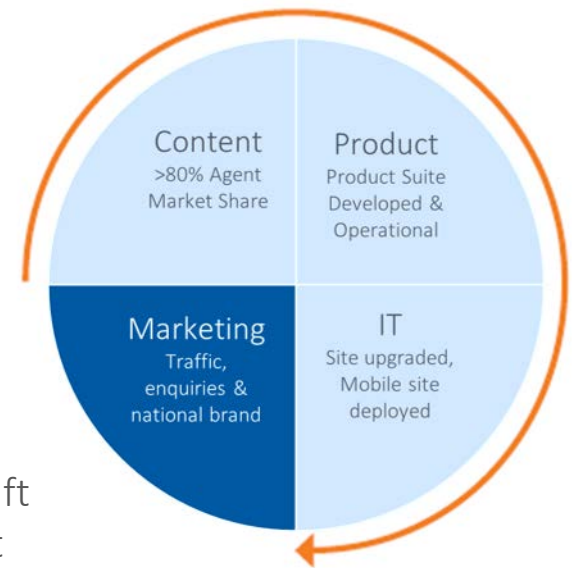
real estate
agencies

Rent.com.au (ASX:RNT) is Australia's #1 dedicated rental property website, becoming the long term home for renting by creating a single marketplace comprising property agents and non-agent landlords listings and a broad range of services needed by all the rental market participants

- > Rent.com.au is currently a top 10 national property website with:
 - > 58,000 active property listings
 - > 6,100 national property rental agencies registered
 - > 230,000 monthly unique visitors to site
 - > Robust & scalable web and mobile platform

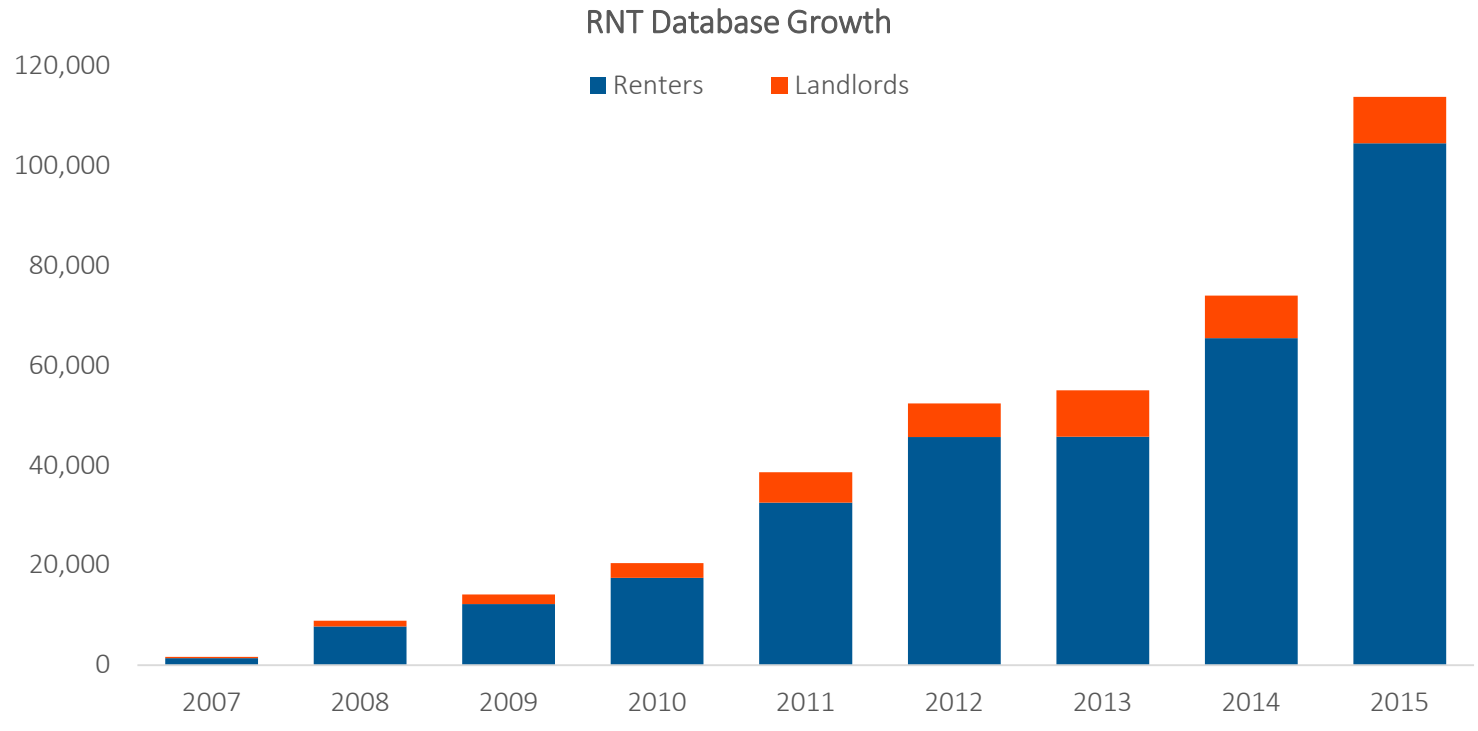
- > RNT has a first mover advantage in the **offline to online** market shift opportunity of the large non-agent landlord market which are not serviced by agent-only REA Group

- > Business model is to provide broad range of services needed by all market participants - making money from renters and landlords as well as agents



Lifecycle of Rent.com.au to date

\$10.3m invested to date representing consistent development of technology, content, product alliances and growth of unique visitors required to effectively commercialise the platform.



2007 – 2009
A\$2.8m invested.
Outsourced website development,
commenced agent content acquisition

2010 – 2011
A\$3.6m invested.
In-house website development on
latest Ruby on Rails technology.
Step change in agent content as a
result of RNT's integration with
uploader software systems.

2012 – 2014
A\$3.9m invested.
Mobile and Tablet friendly sites developed
>50% of traffic now via mobile or tablet
Product suite developed
Scalable & secure website hosting on
Amazon

The Market

5x The size of the property sales market by transaction volumes

30% Of the population are renters and growing

18-35 Renter demographic are online savvy

- > 7 million renters in Australia, ~30% of the population, who on average move every 10 months
- > Offers renters a single location to search the entire rental market covering property agents and non-agent landlord listings, plus range of vertical products and services



- > RNT's transaction based innovative renter products already launched include:
 - > **RentBond** – spreading bond payment over 3-6 months interest free
 - > **RentConnect** – hassle free utility connections
 - > **RentCheck** – tenancy database, ID check and credit check
 - > **RentReport** – vital statistics for renter knowledge
- > Extensive suite of future products are in the development pipeline e.g. removalists, insurance
- > RNT targeting 1 million renters to site within 5 years, with transactions between \$15 and \$40 per service

The Market

2.6m Rental properties in Australia 46% 1.2 million rentals are managed by non-agents +1m Non-agent landlords in Australia

- > Half the overall rental advertising market still offline. Opportunity to drive traffic online similar to carsales.com.au and seek.com.au
- > RNT provides simple and cost effective ability for landlords to target renters and access property management quotes from property agents
- > RNT's current non-agent landlord products include:
 - > **One-off advertising fee** per rental property (plus over 30% upgrade to feature and priority listings)
 - > **RentCheck** – background checks on potential tenants
 - > **RentReport** – rental pricing and other statistics

GLEBE POINT \$500 p/w
Lovely 2 Bedroom Apartment
 Recently renovated 2 bedrm
 apart. Close to amenities.
 Peaceful neighbourhood.
 Phone 0434344820
 (January 2015)

\$219 for a 3 day
 newspaper run
 VS
 \$99 for a 4 week
rent.com.au
 listing

rent.com.au
1/19 Sample Street, Glebe 2037, NSW \$500 p/w
 Unit for rent rent.com.au ID #8534699 \$2,000 bond

2 1 1

Lovely 2 Bedroom Apartment
 Recently renovated 2 bedroom apartment set close to all amenities and in a peaceful neighbourhood. Features include carpet throughout, good sized bedrooms with built in wardrobe, quality bathroom, kitchen with stainless appliances such as dishwasher and electric cooking, garage, security building with intercom service. This quality 2 bedroom apartment is in close proximity to Glebe, transport and all amenities.

Date Available
 9th October 2014
Inspections
 Inspections are by appointment only

Michael Rent
 Property Manager
 Mobile: 0415 555 555
 Phone: 02 9553 1800
 michael.rent@rentsample.com

The Market

1.4m

Properties managed
by agents

54%

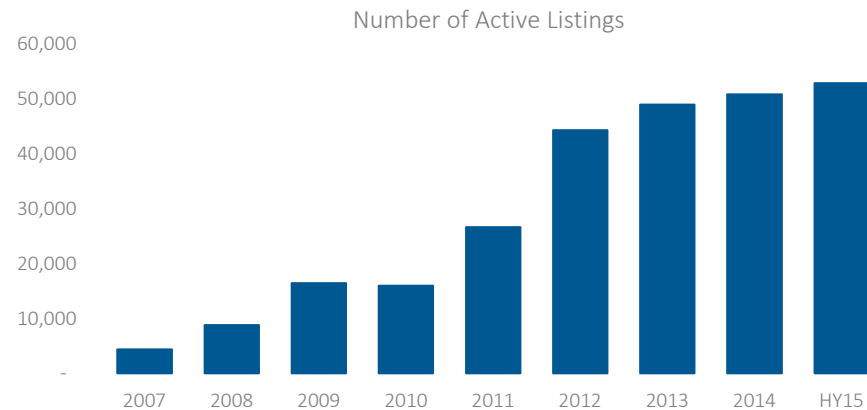
of rentals are
managed by agents

\$2.5k

Avg annual agent
revenue per property
managed

- > Property agents need greater access to renters – **rent.com.au** offers a **unique audience**: >45% of its traffic does not go to realestate.com.au and >60% does not go to domain.com.au*
- > RNT provides property agents with simple and cost effective access to landlords, generating new business leads for growing their rent roll
- > RNT's agent products include:
 - > **Subscriptions** for branding, enquiry, leads & management tools
 - > **Premium services** to increase engagement
 - > **Statistics** – offering the full picture (non-agent landlord and agent data) on property rental statistics for a given suburb

- ✓ Unique audience
- ✓ Landlord leads
- ✓ Excellent services



* Source: AC Nielsen Market Intelligence Duplication Report May 2015

The Market

\$4.4b

The size of total online ad sales market

19%

3 year CAGR of Australian online advertising

+45%

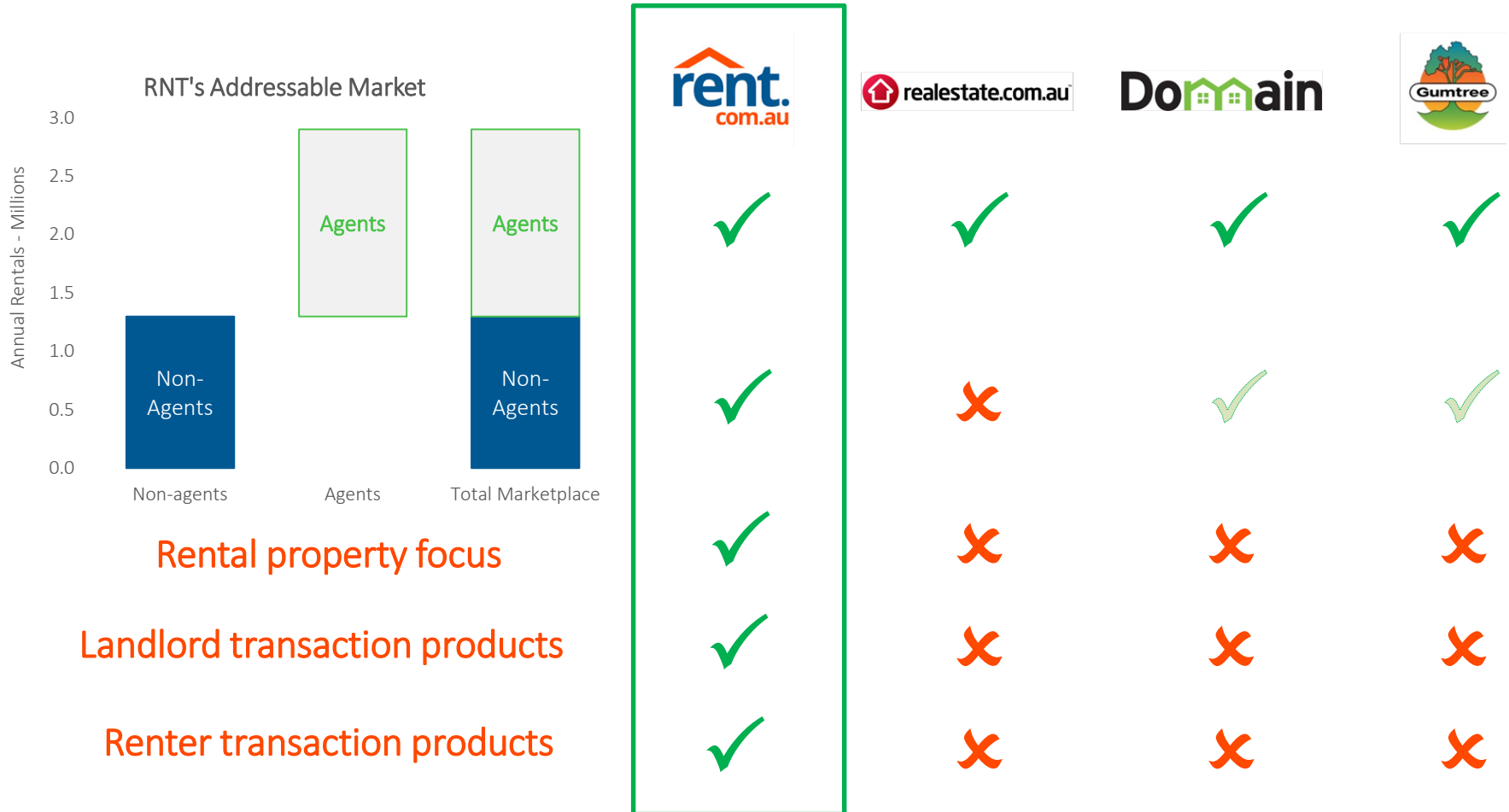
Traffic that does not go to realestate.com.au (+60% for domain.com.au)

- › Online classified adverts are the fastest growing segment of the online advertising spend (+22.8% to Sep14) – real estate is consistently the leading category
- › Advertisers desire more targeted and timely campaigns
- › RNT enables targeted advertising campaigns to a selective audience encompassing the sought after 18-35 year old demographic at the critical moving home phase
- › RNT's advertiser products include:
 - › **Banner advertising sales**
 - › **Sponsorship**
 - › **Database marketing**



Advertise
your business
with rent.com.au

RNT differentiates itself from other sites by providing a complete marketplace for the growing but under serviced rental market



RNT has a number of significant blue sky opportunities primarily through international expansion - the most significant of which is its ownership of www.rent.asia.



www.rent.asia

- > RNT won an international tender to secure rent.asia domain;
- > Leverage existing Australian IP to launch www.rent.asia;
- > Market space is hundreds of times larger than Australia, just in key capital cities alone;
- > Same beneficial drivers exist in these markets to renters, landlords and property agents;

- > RNT also owns:
 - > Lease.com.au
 - > Propertymanager.com.au
 - > Rentalproperty.com.au

KEY STATISTICS

ASX Code	RNT
Relisting Share Price	\$0.20
Market Capitalisation	\$17.6m
Expected Listing Date	~23 June 2015
Net Cash	\$5m
Ordinary Shares on Issue	87,799,174

RNT will capitalise on its first mover advantage, strengthening its #1 position

RENT.COM.AU

- › Strengthen the Executive team with additional sales and marketing talent
- › Recruit key sales staff to target increased levels of property listings from private landlords and upsell property agents to premium products
- › Further development of agent, landlord and downstream renter products and services

RENTERS

- › Increasing 'renter traffic' to the website primarily through online advertising which will create greater awareness of rent.com.au and increase enquiries to agents and non-agent landlords
- › This online marketing will be complemented by social media activity to create brand awareness and drive traffic in this predominantly 18-35 demographic

PROPERTY AGENTS

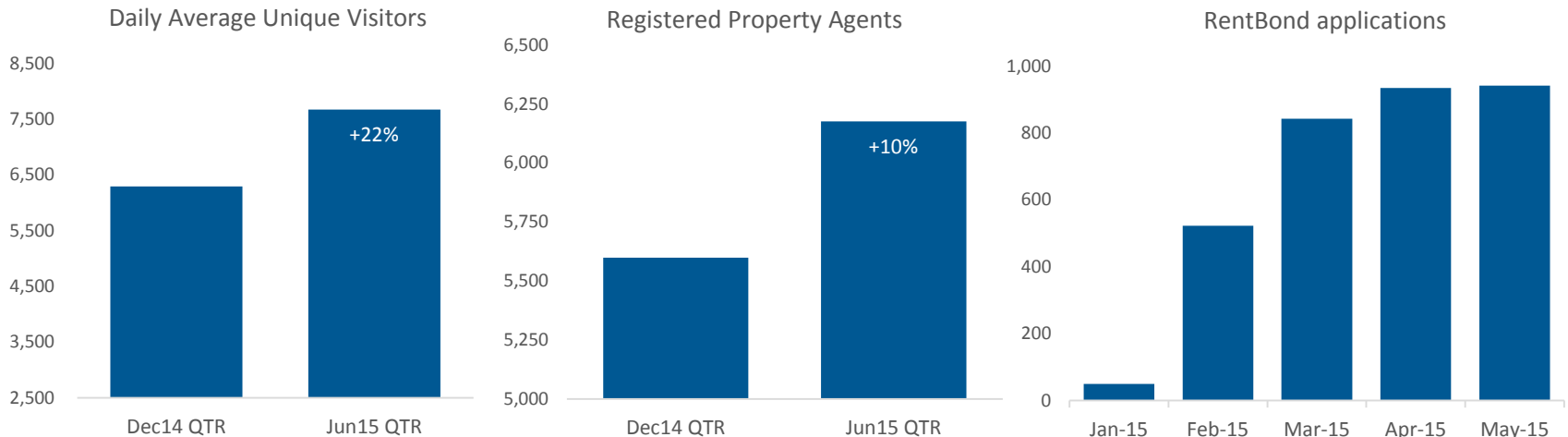
- › Increasing property agent listings content via telemarketing team, industry activity, tradeshow and franchisor group business development
- › Upon achieving traffic milestones, commencement of campaign to upsell agents from free listings to subscriptions and premium products

NON-AGENT LANDLORDS

- › Commence transition of print listings to online at rent.com.au
 - › Direct telemarketing to landlords who list in print media
 - › Trade shows, wealth creation conferences, landlord associations and alliance groups
 - › Combination of online and offline advertising aimed specifically at landlords

Ahead of the national marketing campaign, RNT has made progress in several key areas

- › Recruitment of key sales and marketing talent underway with appointments expected July 2015;
- › Marketing agency evaluations underway ahead of July 2015 launch;
- › Record number of unique visitors to site in May (~237,000) and on track to achieve similar result for June provides excellent launch pad for national marketing campaign;
- › Continued improvement in agent numbers and listings content which RNT will build on once telemarketing teams are deployed in Q1 FY16; and
- › Promising product performance including strong growth in RentBond applications despite marketing campaign not yet being deployed.



Rent.com.au is ideally placed and well capitalised to commercialise its platform for the benefit of all participants in the rental market and for RNT shareholders

- › Successfully completed \$5 million capital raising and ASX Listing (ASX:RNT)
- › Experienced Board and Management team; to be strengthened with key sales and marketing talent
- › Clear market opportunity with no major direct competitor:
 - › Create the home for renters - targeting 500,000 unique monthly visitors within 12 months
 - › Transition of non-agent landlord market from offline to online at rent.com.au
 - › Increase property agent content market share and upsell to premium products / subscriptions
- › Rollout of national marketing campaign to drive 'renter traffic' – including online & offline advertising, SEO and social media campaigns
- › Multiple revenue opportunities from all rental market participants – non-agent landlords, renters, property agencies and advertisers
- › Capitalise on 1st mover advantage
- › Expansion opportunities in Asia and other related portal products

Thank you for your interest in rent.com.au

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Appendices

Rich content and depth of services provided via the rent.com.au marketplace

RentBond



- › A No Deposit, Interest Free solution for renters to spread their bond payment over 3-6 months; addresses the need to save an average bond of \$2,000 in addition to other moving costs;
- › RentBond is exclusive to RNT and is partnered with Flexigroup Limited (ASX:FXL) one of Australia's largest non-bank lenders;
- › RNT generates \$15 revenue and bears no credit risk in relation to RentBond;

RentConnect



- › Hassle free utility connections
- › Free to renters – helps renters by co-ordinating the set up of all their utility connections;
- › RNT receives a fee per RentConnect and doesn't have ongoing servicing costs;



rentbond
the smart way to pay your bond

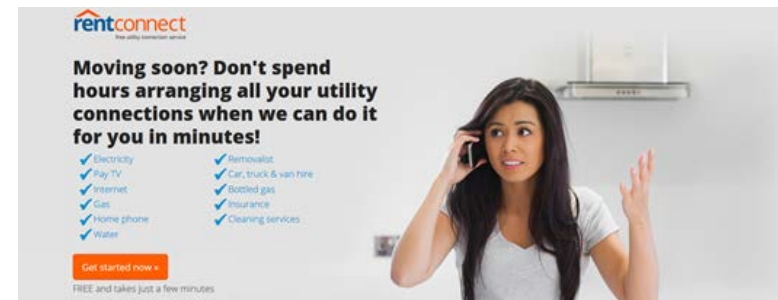
Why pay for your bond now, when you can pay it off later?

NO INTEREST EVER! **\$0 DEPOSIT** **UP TO 6 MONTHS TO PAY**

Apply now >

Fees, terms & conditions apply. Not available in NT. Agents and landlords go here >

A man in a plaid shirt is lifting a woman in a white top and shorts into his arms. They are in a room with cardboard boxes, suggesting a moving day. The background is a bright, clean room.



rentconnect
the utility connection service

Moving soon? Don't spend hours arranging all your utility connections when we can do it for you in minutes!

- ✓ Electricity
- ✓ Pay TV
- ✓ Internet
- ✓ Gas
- ✓ Home phone
- ✓ Water
- ✓ Removalist
- ✓ Car, truck & van hire
- ✓ Second gas
- ✓ Insurance
- ✓ Cleaning services

Get started now >

FREE and takes just a few minutes

A woman with long dark hair is talking on a mobile phone. She has a slightly frustrated or overwhelmed expression, with her hands raised in a questioning gesture. The background is a modern kitchen with a white wall and a range hood.

Rich content and depth of services provided via the rent.com.au marketplace.

RentCheck



- > Identity verification and background check of potential tenants;
- > Partnering with a leading Australian credit reporting agency
- > Popular with both renters (preparing for application) and landlords; available to both for a fee

RentReports



- > Detailed rental statistics reports available to both renters and landlords for a fee
- > Suburb overview and rental property statistics;
- > Aimed at renters and landlords, with broader use both within and external to the real estate industry;
- > RNT's unique positioning allows it to gather both agent and non-agent rental data;



Know what's on your Tenant Check

Agents & landlords use Tenant Checks to screen potential renters for ...



Rental history

It's possible you may have problems on your national tenancy file. Check now so you can explain if there is an issue.



Identity verification

It's important that your identity can be verified or you may be rejected when you apply for a rental.



Court records

Have you ever been in court for any reason? Check now so you can explain if there is an issue.



Missed rent payments

Ever been late or have defaulted on a rental payment? Make sure your rental payment history is clean to show you can pay your rent reliably.



Bankruptcy

Filed for bankruptcy before? Check now so you can explain if there is an issue.

How do we find information about you?

Your RentCheck records are obtained by using your name and identification details on the National Tenancy Database (NTD), government records, court documents, ASIC, and other public databases.



Rental pricing trends

Compare the median rent for the last 30 days to recent trends in rent pricing.



Rental overview

Find out the median rent for the last 30 days and how it compares to previous months.



Days on market

Compare the last 90 days with recent trends for the average number of days on market for rental properties.



Rental prices

Find out the rent prices over the last 30 days and compare with similar properties.



Availability

Find out the availability and the distribution of properties on market for the last 30 days.



Surrounding suburbs

Compare the availability of your suburb to surrounding suburbs.



Leased rentals

View a list of the last 10 recently leased rental properties.



Suburb overview

Find out how many rental properties there are for your suburb, and how they are managed.



Availability trends

Compare the last 30 days of available rental properties to recent availability trends.



Available rentals

View a list of currently available rental properties in suburb.








Key findings

All the key information that you need to know about rental properties for your chosen suburb.

Industry Comparisons – Illustrating the potential

The market value of similar classified/portal companies to RNT that are listed on the ASX. Dominant sites lead to increased traffic and higher levels of profitability.

Company	Market Cap *	EV/EBITDA	Overview
	A\$5.2Bn	23x	Realestate.com.au launched in 1998 and is now Australia's number one property site
	A\$1.3Bn	11x	Trademe.com.nz is a NZ rental website that launched in 1999 and is listed on the ASX
	A\$5.6Bn	14x	Seek.com.au is a specialist employment site which launched in 1997 and is listed on the ASX
	A\$2.4Bn	17x	Carsales first revenues were reported in 1998 as it grew into Australia's #1 Automotive classified website
	A\$704m [†]	10x	Launched in 2010 Wotif.com is a leading travel website selling accommodation. [†] No longer listed on the ASX following take over by Expedia at a valuation of \$704m

* As at 1 June 2015