

29 July 2016

## QUARTERLY ACTIVITIES REPORT FOR THE PERIOD ENDING 30 JUNE 2016

Rent.com.au Limited (ASX: **RNT**) (“**RENT**” or “**the Company**”), Australia’s Number 1 website dedicated to rental property, presents its quarterly activities report for the quarter ending 30 June 2016.

### HIGHLIGHTS

- › The Company has achieved its key FY2016 objectives, with record quarterly operating results across all customer segments:
  - Average monthly Unique Visitors (“**UV**’s”) of 675,000, up 8% on prior quarter;
  - Average active non-agent listings up 71% on prior quarter; and
  - Average active agent listings up 16% on prior quarter.
- › June 2016 quarter revenue increased to \$272,000, up 22% on prior quarter;
- › FY2016 revenue to \$748,000, up 118% on prior year; and
- › \$6.0 million cash balance (30 June 2016).

### OPERATIONAL UPDATE

The Company’s primary goals for the 12 months following listing on the ASX were to grow the [www.rent.com.au](http://www.rent.com.au) audience and increase the number and range of rental property listings on the site, particularly from the non-agent (private landlord) sector. During the June 2016 quarter RENT has achieved both audience and property listing growth.

A further objective is to increase the market awareness and profile of [www.rent.com.au](http://www.rent.com.au) as the Company continues to move towards full commercialisation of the website.

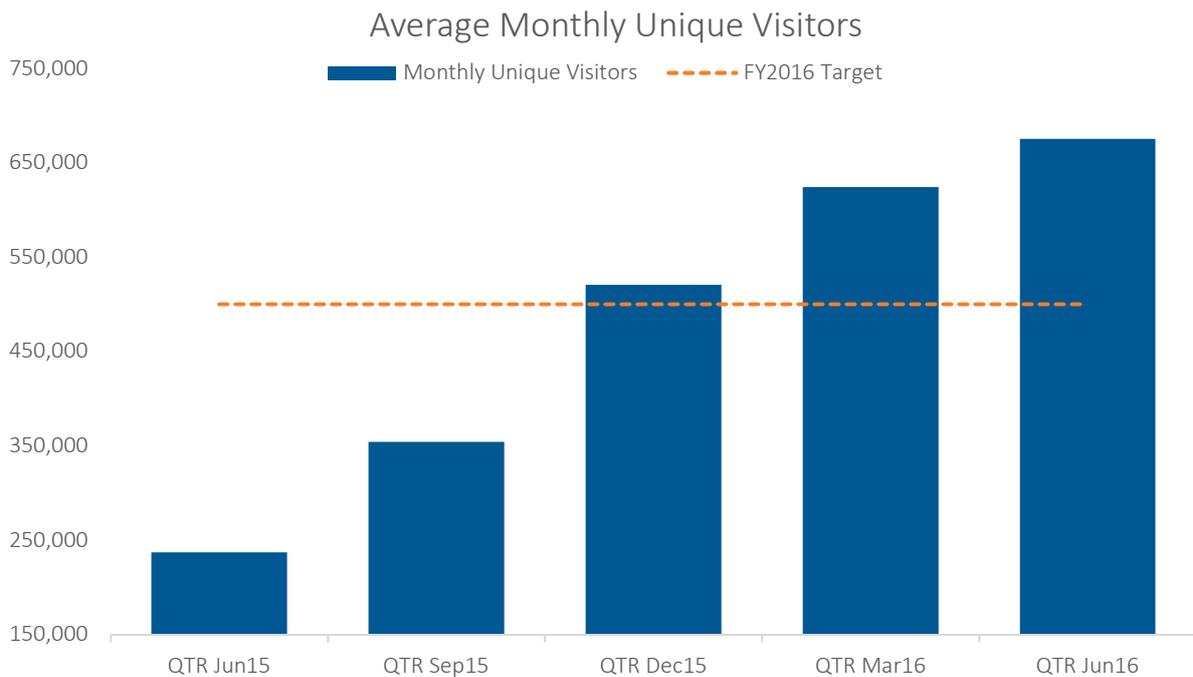
#### Audience Growth

RENT has maintained the large and unique audience that it generated in the first half of FY2016, growing average monthly unique visitors to 675,000 over the June 2016 quarter, up 8% from the March quarter. Importantly, RENT has also achieved improvement in core site usage metrics such as time on site, bounce rates, repeat visitation, enquiry levels and property views.

“The size of our audience is important as we move towards commercialisation, but even more important is whether that audience is finding our products and services useful. Improved metrics such as time on site suggest that we are having success in engaging our audience,” said Interim CEO, Mr Greg Bader.

“We see RENT as the starting point for people wanting to rent a property – connecting them with our agent and private landlord partners is an obvious first step, however delivering a powerful and innovative user experience that connects renters with the services they require is the unique opportunity we have ahead of us.

“RENT has recently deployed a refreshed user experience design throughout our site and we will continue to focus on improving site usage, making it more efficient for renters to find their next home on [www.rent.com.au](http://www.rent.com.au).”

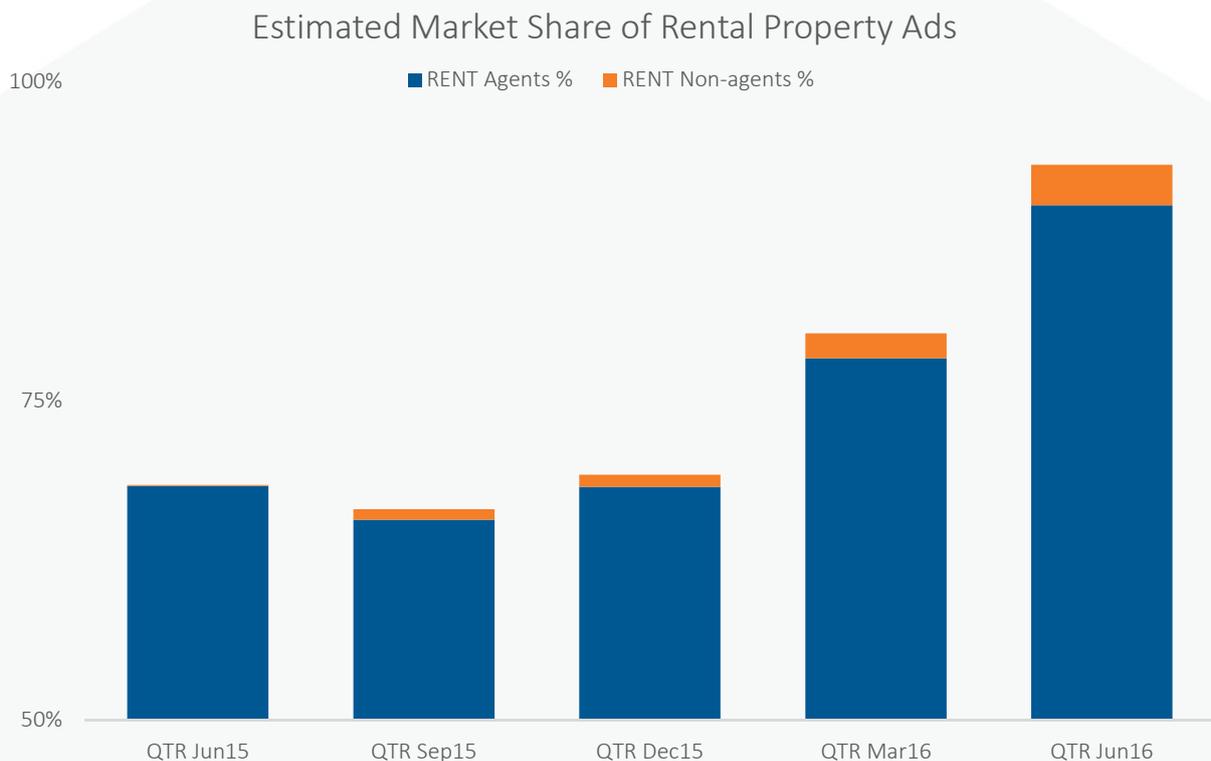


#### Growth in Listings Content

During the June 2016 quarter, RENT achieved more than 1,500 new real estate agent registrations, bringing the total number of real estate agents registered with RENT to more than 8,900.

Non-agent adoption of the site also increased significantly, with active non-agent listings up 71% compared with the previous quarter. The Company also recorded an increase in the number of additional landlords registering to use the site when their investment property next becomes vacant.

These initiatives have driven a rapid increase in property listing ads on the site, to the point where RENT now has a significant market share, nationally, of all agent and non-agent rental property listings.



\* RENT estimate based on observed residential listings on leading national sites vs [www.rent.com.au](http://www.rent.com.au)

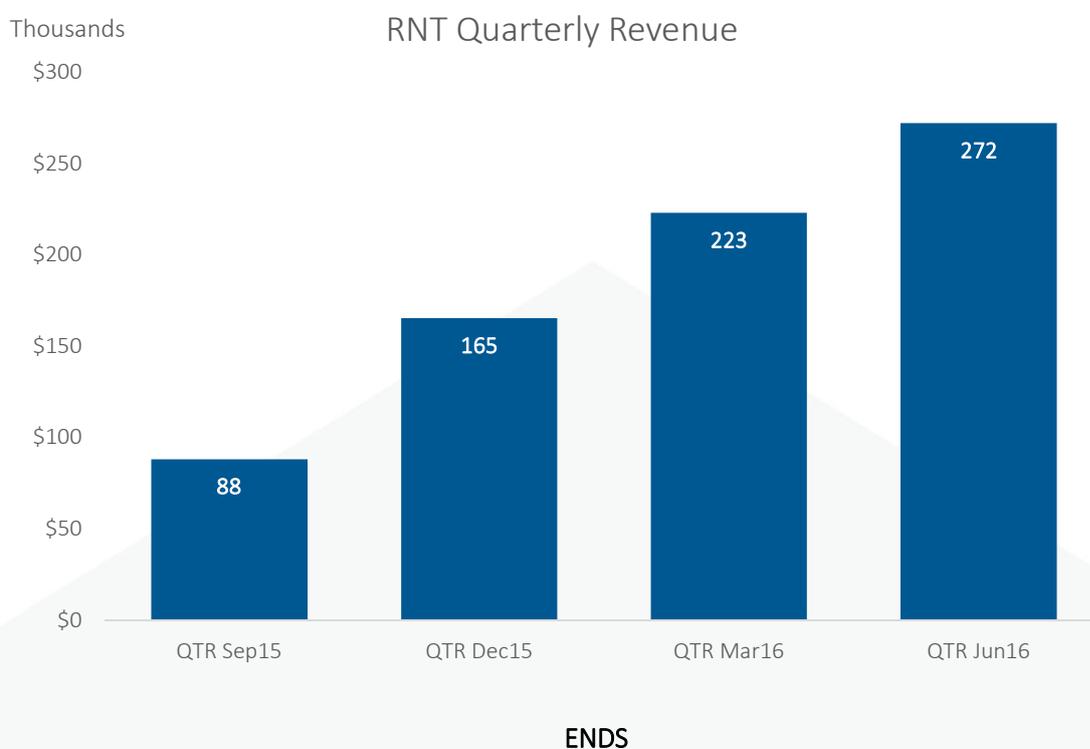
## Branding and Awareness

RENT continued to focus on optimising its online marketing campaigns during the June 2016 quarter. The Company also continued to expand its marketing activities to include media and publicity, and a greater social media presence, to boost market awareness.

It remains a core objective of RENT to continue building national awareness and knowledge of the [www.rent.com.au](http://www.rent.com.au) website through an appropriate mix of online and offline marketing, advertising, media and publicity, with a particular focus on the under 35-year-old target market.

## OUTLOOK

“With a very significant share of all rental property listings available on our site and a large and unique renter audience, we have the core foundations in place for the next phase of our commercialisation,” Mr Bader said. “Whilst we remain conscious of our achievements to date, our focus now shifts to maximising the efficiency of our cost and revenue model, whilst positioning RENT as the destination of choice for Renters.”



**Further information:** John Gardner, Citadel-MAGNUS +61 8 6160 4900 / +61 413 355 997

## ABOUT RENT.COM.AU

Rent.com.au is the only national web portal in Australia that focuses solely on the rental property market. Rent.com.au was established in 2007 with a mission to connect renters with rental properties from both property agents and non-agent private landlords, creating the complete rental marketplace, within which it can provide products and services to make the renting process easier.