

Rent.com.au

Media Update

11 March 2016



Rent.com.au moves to #5 on Techboard ranking

National rental property portal Rent.com.au has ranked number 5 on Techboard's latest start-up ranking, having announced strong traffic growth in the first two months of the year.

The result follows a number of record achievements for the company, which reported 610,000 unique visitors to the website during February 2016, following 615,405 visitors in January. It also deployed a national sales team across key capital cities and achieved a record number of new landlord listings in February.

Committed to delivering a single marketplace for renters, property agents and private landlords, rent.com.au is the only national property portal focusing exclusively on the rental market for Australia's seven million renters.

Company CEO and Founder Mark Woschnak said the ranking, which brings Rent.com.au up 23 spots to number 5, reflected the company's dynamic growth phase and increased focus on customer experience and product development:

"It's an exciting time for the business and for local start-ups in general," said Woschnak. "Since listing on the ASX in June 2015, we have gained substantial press and social media coverage, increased awareness and sustained growth across all areas.

"The upscaling of our ranking on Techboard to #5 is great news and consistent with our focus on customer experience and responding to the needs of the rapidly growing renter audience, which now represents around 30% of the population.

"In addition to record site traffic numbers, we are also seeing a strong increase in key site usage metrics, including a recent 49% increase in time on site and 48% increase in page views, as recently reported."

"As we move into our next phase of growth, we will be actively pursuing other key objectives, including enhancing and developing the range of content, user experience and products that renters need."

Listed companies ResApp Health, Nuheara and Avita Medical also featured on the latest Techboard ranking for the fortnight ending 2 March, as did cycling startup [Cycliq](#).

Techboard works to raise the profile of start-ups in Western Australia and provides a platform for start-up and tech investors to discover and explore investment opportunities. The Techboard ranking aims to highlight companies that have been trending in the previous fortnight, reviewing inputs such as press coverage, search engine ranking, social media followers, activity and engagement, as well as votes received by their panel of experts.

Its scoring system incorporates a broad range of metrics, and covers both unlisted start-ups and ASX-listed tech companies. Rent.com.au listed on the ASX in June 2015. Techboard can be viewed at www.techboard.com.au -ends -



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NOTES TO EDITOR

About Rent.com.au

Australia's leading, dedicated rental property website and business, Rent.com.au, is focused on delivering a single marketplace for renters, property agents and non-agent landlords. The site is the only national property portal in Australia that focuses exclusively on the rental market and is now a top ten national property website.

Established in 2007 by property and media entrepreneur, Mark Woschnak, the company has identified the gap in the market place with relation to the provision of a site dedicated to rental property and the rental process. Since commencement, the company has experienced rapid growth in its profile and services for the number of renters in Australia (30% of the population).

The company's recent listing on the ASX in June 2015, has propelled the company into a dynamic phase of growth as it strengthens its leading position in the market as the 'Home for Renters in Australia'. As Australia's only dedicated online website for renters, the site currently has more than 58,000 active property listings and envisages a strong upward trend in the rental demographic in Australia.

References to Rent.com.au

General Mentions - rent.com.au (or 'the company')

General Titles /Headings - Rent.com.au

The website - www.rent.com.au (or the site)

Financial /ASX reference - Rent.com.au Limited (ASX: **RNT**)

Fast Facts

1. There is no other national site that is dedicated to rental property. By allowing all types of rental property listers (not just industry professionals), Rent.com.au can provide the largest possible selection of rental property available at any one time.
2. Rent.com.au provides private landlords a professional choice of either marketing their own property or using one of the site services to find and appoint a property manager. Private landlords can list for free.
3. With approximately 46% of rental property managed by non-agents, the site offers a unique service RentQuotes, which provides a new level of convenience, access and professionalism for landlords seeking a property manager. In addition to finding agents in a local area, landlords can enter the details of their rental property (including property type, location, vacancy date, etc) and receive timely competitive property management appraisals back from local real estate agents. (*source ABS : 2011 Census of Population and Housing*)
4. Rent.com.au differentiates itself from other general property for sale websites as a purpose-built site for property managers, private landlords and renters, rather than sales agents and buyers/sellers of property.