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RENT.COM.AU ACHIEVES NEW TRAFFIC RECORD, IMPROVES ENGAGEMENT METRICS

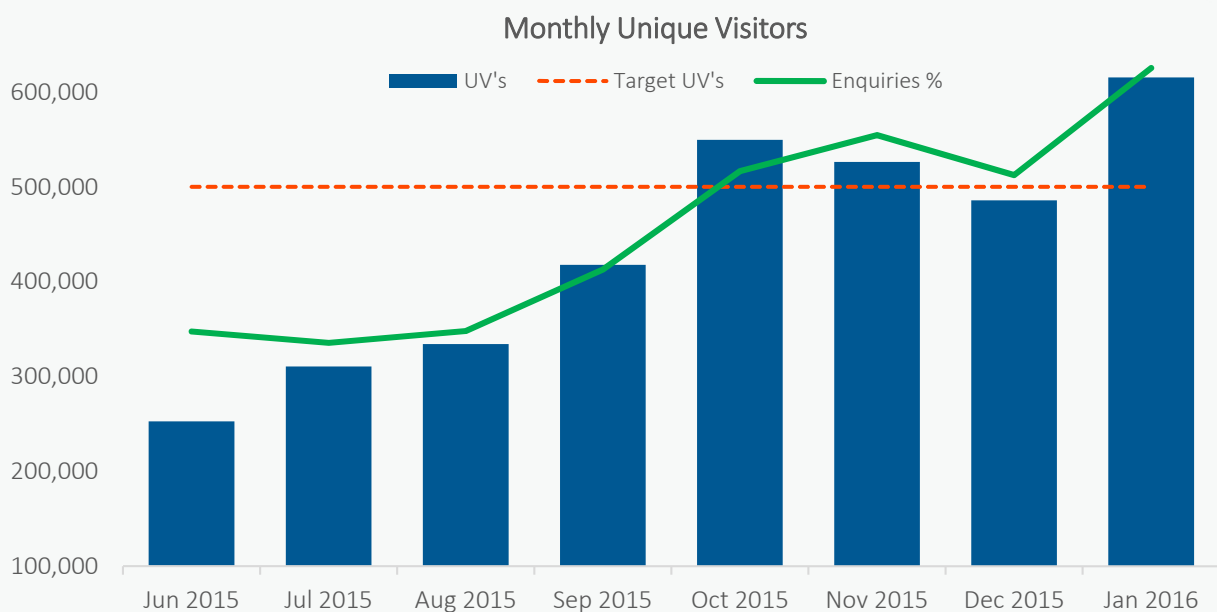
Rent.com.au Limited (ASX: **RNT**) (“**RENT**” or “**the Company**”), Australia’s leading property web portal exclusively for rental properties, achieved a record 615,405 unique visitors to the website during January 2016.

Key Statistics:

- 615,405 unique visitors (“**UV’s**”) to the site in January 2016
- Up 12% on previous record (October 2015) and up 27% on the December 2015 result
- Moves portal up to number 7 on AC Nielsen national property sites ranking
- Strong increase in key site usage metrics:
 - 46% increase in enquiries to agents and landlords
 - 48% increase in page views
 - 49% increase in time on site

RENT Managing Director Mark Woschnak said that the January traffic result was in line with Company expectations, and that the solid gain in user engagement metrics reflected management’s increasing focus on customer experience and product development following recent growth in unique visitors.

“Notwithstanding the strong January traffic results there is a significant upside in the size of the renter audience that is still available to us. As we move into our next phase of growth, we are actively pursuing other key objectives, including enhancing and developing the range of content, user experience and products that renters need. This has been reflected by the almost 50% monthly gain in key engagement metrics of pages viewed and time on site. This increased level of user experience has also resulted in an approximate 50% gain in the number of enquiries delivered to agents and landlords, and is now more than 3.5 times the level of property enquiry that we had prior to listing. These strong indicators demonstrate that the site is delivering renters, agents and landlords with the products and services they want” Mr Woschnak said.



Upon achieving its initial goal of growing unique audience to above 500,000 UV's, the Company has commenced its next phase of growth which involves:

- obtaining the balance of listings from agents who are not yet using the site;
- continuing to shift the private landlord market to online at www.rent.com.au;
- launching further products aimed at making the rental process easier; and
- commencing the next phase of the national branding campaign.

Mr Woschnak said: "We are achieving good monthly growth toward our objectives by continuing to increase the number of agents and landlords registered with us, and therefore increasing overall property listings, as well as commencing development of a range of new and enhanced products."

Recruitment for a national field sales team is underway and it is expected that the full national sales team will be in place by April 2016 to capitalise on the strong growth in website traffic and the level of enquiries generated for property agents from the unique renter audience.



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 solely on the rental property 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 focussed on starting to commercialise 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.