4 March 2016

RENT.COM.AU LIMITED OPERATIONS UPDATE

RENT ACHIEVES CUSTOMER GROWTH, LAUNCHES SALES TEAM

Rent.com.au Limited (ASX: **RNT**) (**"RENT"** or **"the Company"**), Australia's Number 1 website dedicated to rental property, achieved more than 610,000 unique visitors to the website during February 2016 while also continuing to increase agent and landlord registrations in line with its content targets.

Key Statistics:

- 610,523 unique visitors ("**UV's**") to the site in February 2016
- Continued strong user engagement metrics
- Now more than 6,800 real estate agents registered with RENT
- Highest number of new landlord listings in a month (19x increase in six months)
- National field sales team deployment completed

Monthly Unique Visitors
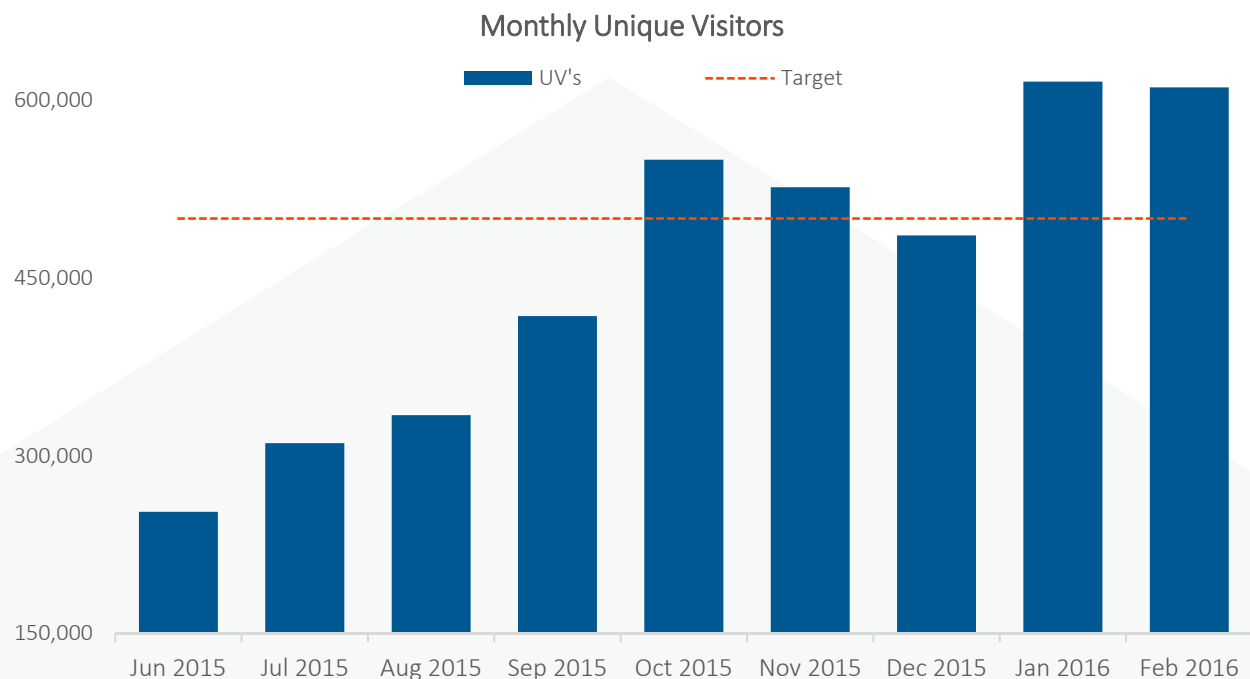
RENT Managing Director, Mark Woschnak, said the February UV traffic result was in line with Company expectations, representing sustained growth over January on a per day basis.

"While strong UV numbers are important and demonstrate an increase in the awareness of RENT, we are pleased with the launch of the national sales team ahead of schedule and continued gains made in agent and non-agent registrations during the month of February.

"We now have an on the ground agent sales presence right across the country and we are set to benefit from this continued increase in agent registrations. In addition to that, we have also had our biggest month yet for landlord listings," said Mr Woschnak.

"Importantly, our engaged audience is delivering to agents and landlords exactly what they most want from Rent.com.au, which is an increasing level of enquiries on the properties they advertise."

ABN 25 062 063 692

945 Wellington Street WEST PERTH WA 6005

@rentcomau

www.investors.rent.com.au

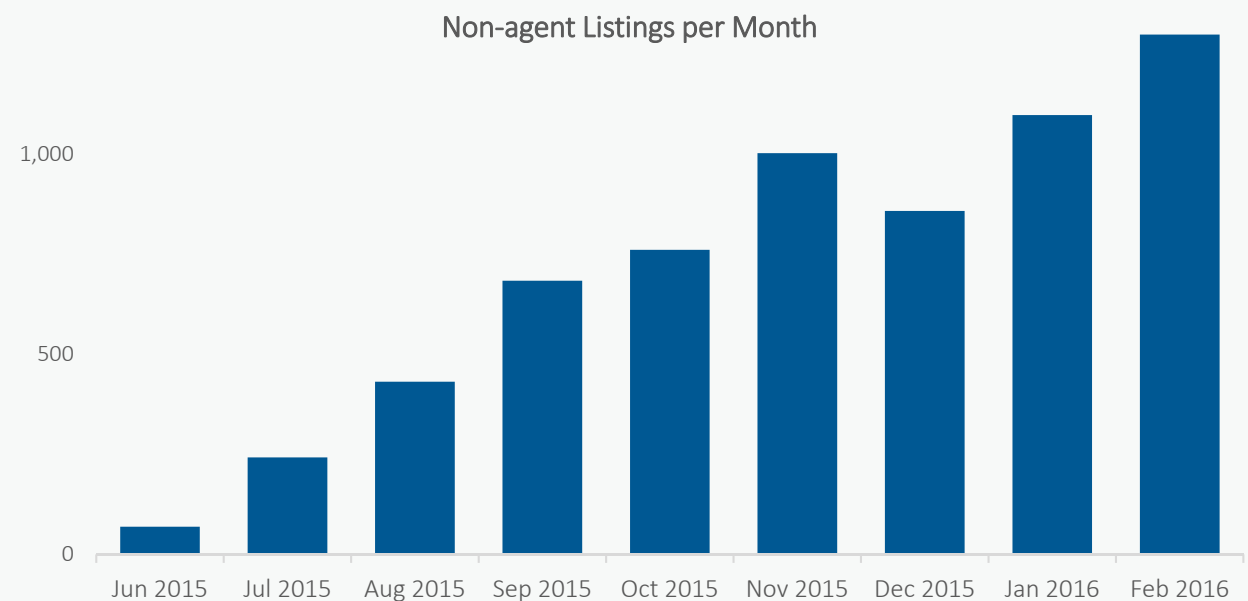T: +61 8 9322 7600

F: +61 8 9322 7602

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

- Growing listings from agents who are not yet using the site;
- Continuing to shift the private landlord market to online at www.rent.com.au;
- Completing the roll out of a national sales team;
- Continued innovation in user experience and product development; and
- Preparing the next phase of the national branding campaign.

Continued Growth in Agent Registrations

Mr Woschnak commented: "Over the coming months we are focussing our resources on driving faster growth in agent and non-agent registrations as we look to increase our overall level of listings content from the approximately 80 per cent of national property listings that we currently have on site. This growing content base will in turn help us attract an even larger audience, providing greater benefits for all industry participants and empowering our sales efforts.

With a business development manager and telesales team already focussed on the non-agent market, RENT achieved a new record of almost 1,300 new landlord listings in February. Although this was still only a small proportion of the available market, it reflected increasing traction in the large, untapped non-agent market in Australia.

Non-agent Listings per Month

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While the current focus was on increasing listings content, RENT was still pursuing its other objectives of continued innovation, user experience and preparation for the offline/mainstream phase of its national branding campaign. "We are maintaining excellent site metrics across a range of measures such as property enquiries, time on site and views per property," said Mr Woschnak.

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.