

13 January 2016

## RENT.COM.AU ACHIEVES BETTER THAN EXPECTED TRAFFIC RESULTS

Rent.com.au Limited (ASX: **RNT**) ("**RENT**" or "**the Company**"), Australia's leading rental only property web portal, recorded 485,681 unique visitors to the website during December 2015, maintaining a strong level of unique visitors during the typically quieter Christmas holiday season.

Key Statistics:

- 485,681 unique visitors ("**UV's**") to the site in December 2015
- Only 8% decline in UV's compared to November due to seasonal adjustment – total market UV's down by 24% (Source: AC Nielsen)
- 2.3 million renters to the site in the past six months
- Key site usage metrics, including enquiries to agents and landlords, maintained

RENT Managing Director Mark Woschnak said the Company had maintained key user engagement metrics while growing its share of national audience in December.

"We increased our audience share relative to the rest of the market which, as reported by AC Nielsen, declined 24% during December due to the normal Christmas seasonal adjustment. By comparison, we recorded only a modest 8% seasonal decline in UV's when compared with November," Mr Woschnak said.

"This is a better result than expected and we are well on track to see a significant increase in traffic volumes in January and February as people return from their holiday break and start looking for their next rental property."

With key site measures maintained and a growing unique audience, the Company is moving into the next phase of its growth which involves:

- obtaining the small balance of agent listings which are not yet using the site;
- continuing to shift the private landlord market to online at [www.rent.com.au](http://www.rent.com.au);
- launching further products aimed at making the rental process easier; and
- commencing the next phase of the national branding campaign.

The company has also commenced the full roll-out of its national field sales team, following a successful trial in Western Australia. 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**

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### 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](http://www.rent.com.au).