

2 June 2016

## RENT.COM.AU LIMITED OPERATIONS UPDATE

### RNT GAINS STRONG INDUSTRY SUPPORT - RECORD AGENT REGISTRATIONS

Rent.com.au Limited (ASX: RNT) (“RENT” or “the Company”), Australia’s Number 1 website dedicated to rental property, achieved more than 700,000 unique visitors to the website during May 2016 while also continuing to rapidly increase agent registrations and landlord listings in line with its content targets.

RENT Managing Director, Mark Woschnak, said the Company continued its strong run of listings growth in May 2016 with record operating results in all of its key targets of unique visitors, agent registrations and landlord listings ahead of the national market branding campaign.

#### Key Statistics:

- Record 707,772 unique visitors (“UV’s”) to the site in May 2016;
- Third consecutive month of strong growth in real estate agent registrations (making more than 1,600 in the last 3 months to a total of 8,400 registered); and
- Record active non-agent/landlord listings (up 38% on April).

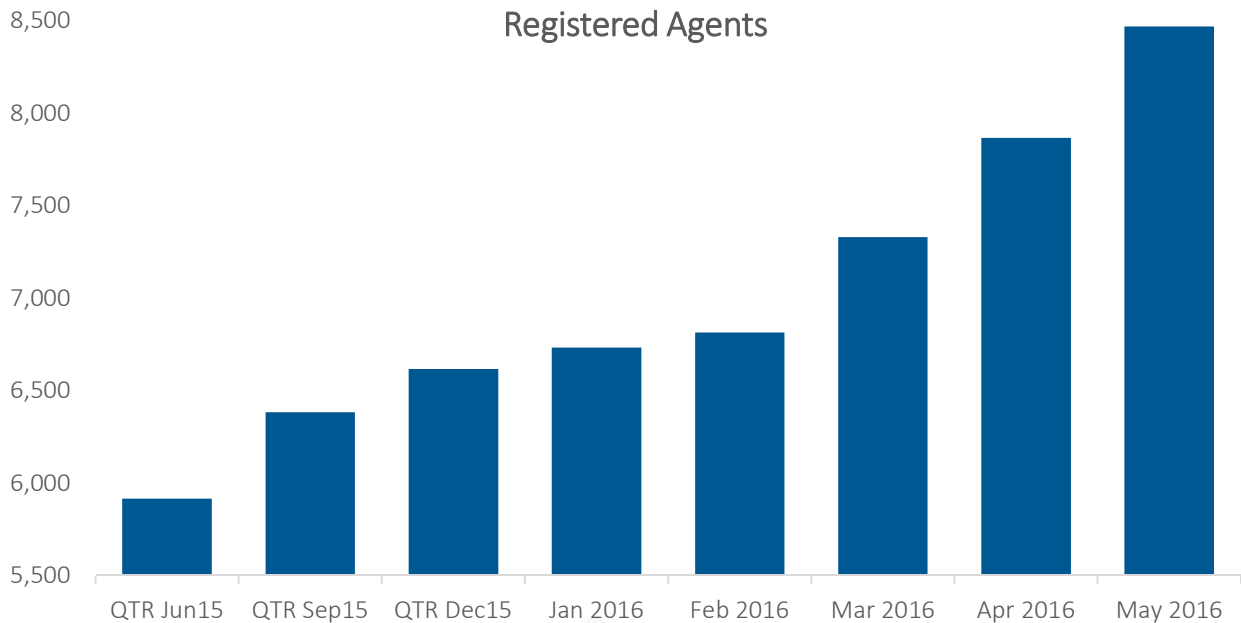


The Company has continued to deliver on its core objectives for 2016, as outlined at the time of listing on the ASX in 2015, including:

- Focus on growth in listings content from agents and landlords;
- Completing the roll out of its national sales team;
- Continued innovation in user experience and product development; and
- Preparing the next phase of the national branding campaign.

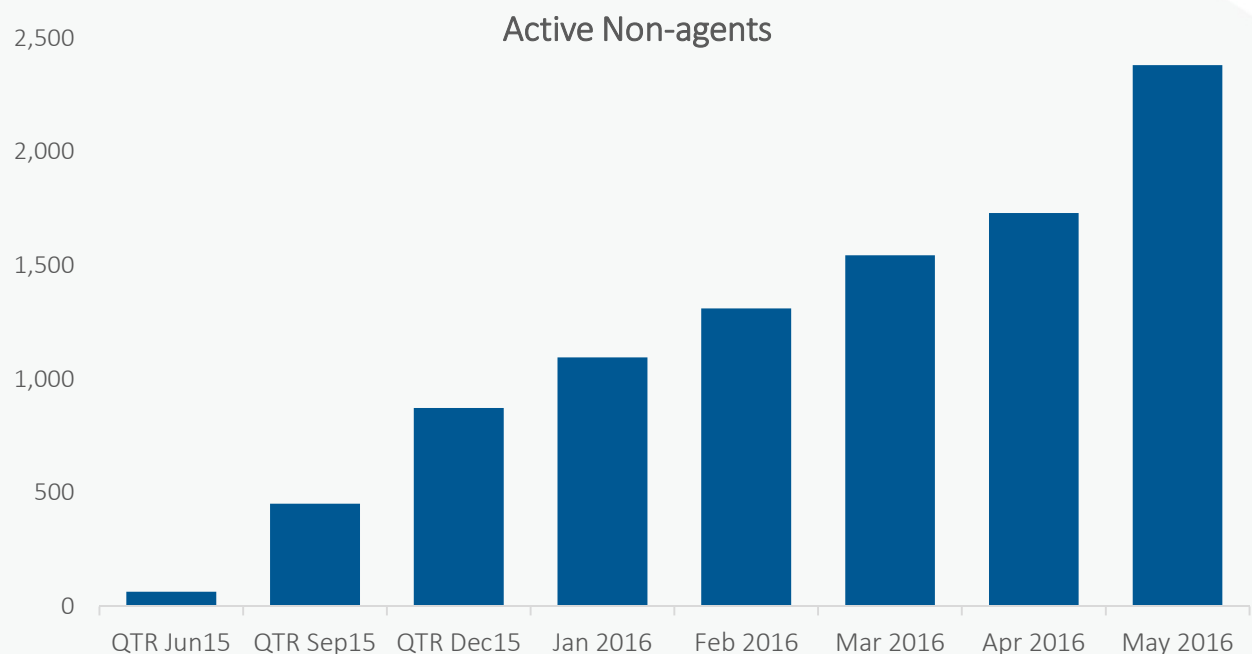
## Growth in Listings Content and Roll Out of National Sales Team

“We continue to exceed our growth expectations across all customer bases, with another record in renter traffic to the site accompanied by a 38% month on month growth in landlord listings and the third consecutive month of over 500 real estate agents registering with us,” Mr Woschnak said.



“We had 517 new agents who registered with [www.rent.com.au](http://www.rent.com.au) during March, followed by a further 537 registering in April and 550 registering in May. This activity has resulted in the growth of property listings on our site to the point that we are well ahead of schedule in attaining our goal of having more rental listings than any other site.”

“This strong and sustained surge in agent numbers and content reflects the growing awareness of RENT amongst real estate agents. This awareness comes from the activities of the national sales team and the agent focused marketing campaign that commenced several months ago and is being reinforced by the growing number of renters who use [www.rent.com.au](http://www.rent.com.au) to search for their next rental.”



## User Experience and Marketing Campaign

Following the successful completion of the \$5.46m rights issue during the month of May the Company has continued its preparation for the commencement of its upcoming national marketing campaign.

RENT has accelerated its work with a number of specialist agencies across the research, online user experience, creative and media buying disciplines, ensuring that the brand strategy continues to be powered by in depth consumer understanding and the targeting of consumers through appropriate channels.

Complementing the data driven marketing approach, a significant body of research into on-site consumer behaviour has been completed and a number of changes to the website functionality have already been designed. Once implemented, these changes to the user journey are expected to result in further increased renter retention and brand loyalty, accompanied by greater levels of enquiry and product uptake.

**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).