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## RENT.COM.AU ENTERS NEW STRATEGIC ALLIANCE WITH VEDA

Rent.com.au Limited (ASX: **RNT**) ("**RENT**" or "**the Company**"), Australia's Number 1 website dedicated to rental property, has signed a new 3 year agreement with Veda Group Limited.

Veda is a data analytics company and the leading provider of credit information and analysis in Australia and New Zealand and now forms part of Equifax Inc., a global leader in information solutions.

The new agreement effectively extends the existing 3 year relationship developed between the two companies for RENT's RentCheck product and expands the relationship to now incorporate Veda as the service provider behind RENT's RentConnect utilities connection service and utilises Veda's existing salesforce to also promote RENT's real estate agent listing products.

### Highlights:

- New 3 year agreement with ability to extend further;
- Improved financial metrics and broader scope for RENT on RentCheck product;
- Broader range of utility connections available to renters under revised RentConnect product;
- Expanded salesforce, with Veda's existing real estate agent services team cross selling RENT's product range.

RENT Managing Director, Mark Woschnak, said: "This agreement is strategically and commercially important to RENT, allowing us to enhance two of our great products and also extend the reach of our national salesforce by leveraging Veda's strong existing relationships with a large segment of the property management industry."

### RentCheck

RentCheck is a service previously only available to real estate agents, but made available to renters and non-agent landlords by RENT. It allows a landlord to perform an online identity verification and renter history check against Veda's National Tenancy Database to assist them in choosing the most suitable tenant.

The new agreement replaces the existing RentCheck agreement and, provides for wholesale pricing consistent with the significantly improved size and scale of RENT relative to when the original agreement was struck. Importantly, the agreement also allows RENT to sell RentChecks to real estate agencies who do not have an existing subscription to Veda, providing another opportunity to enhance the RENT value proposition to a property manager.

### RentConnect

RentConnect is a utilities connection service, allowing a renter moving from one rental to another to avoid the hassle of having to arrange to disconnect and then reconnect all their utilities. At no cost to the renter, they can complete a simple form on [www.rent.com.au](http://www.rent.com.au) and RENT's service partner will arrange all the connections on their behalf.

RENT's current provider is owned by a major utility company. By partnering with Veda's service, renters are offered a broad choice of utility connections by an independent provider, in line with RENT's aim of making the entire renting process easier. The financial metrics of the arrangement also allow for RENT to provide an incentive for property managers to promote RentConnect to their tenants, broadening RENT's reach and distribution beyond its increasing online audience.

### Expanded sales force

In addition to the enhancements to the two products and their distribution, the Veda agreement also provides for Veda's field sales team to operate alongside the newly deployed RENT national sales team in positioning property managers to consider RENT's premium paid subscription plans.

"Veda has existing relationships with several thousand real estate agencies who subscribe to Veda's real estate services. By leveraging their sales team to promote RENT's premium listing products we aim to gain faster traction in this critical ramp-up phase of our commercialisation", said Mr Woschnak.

### Outlook

RENT Managing Director, Mark Woschnak, said: "Our approach to developing a suite of innovative products is to combine with strong and established partners, such as Veda, to establish value-accretive and mutually beneficial partnerships. This agreement helps us deliver on two of our core objectives for 2016, being continued innovation in product development and the deployment of a national sales team. We expect to have implemented the required changes under this agreement by the end of June 2016."

## **ENDS**

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### **ABOUT RENT.COM.AU**

Rent.com.au is the only national web portal in Australia that focuses exclusively on the property rental 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 now a top 10 national property website and has recently listed on the ASX following a successful capital raising. The capital raised will be used to commence commercialising 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).

### **ABOUT VEDA**

Veda is a data analytics company and the leading provider of credit information and analysis in Australia and New Zealand.

In February 2016, Equifax Inc., a global leader in information solutions, closed its acquisition of Veda. Equifax powers the financial future of individuals and organisations around the world, using its strength of unique trusted data, technology and innovative analytics. Together, Veda and Equifax offer their customers world leading insights and knowledge to help them make informed decisions. [www.veda.com.au](http://www.veda.com.au)