

## ASX Announcement

4 April 2016

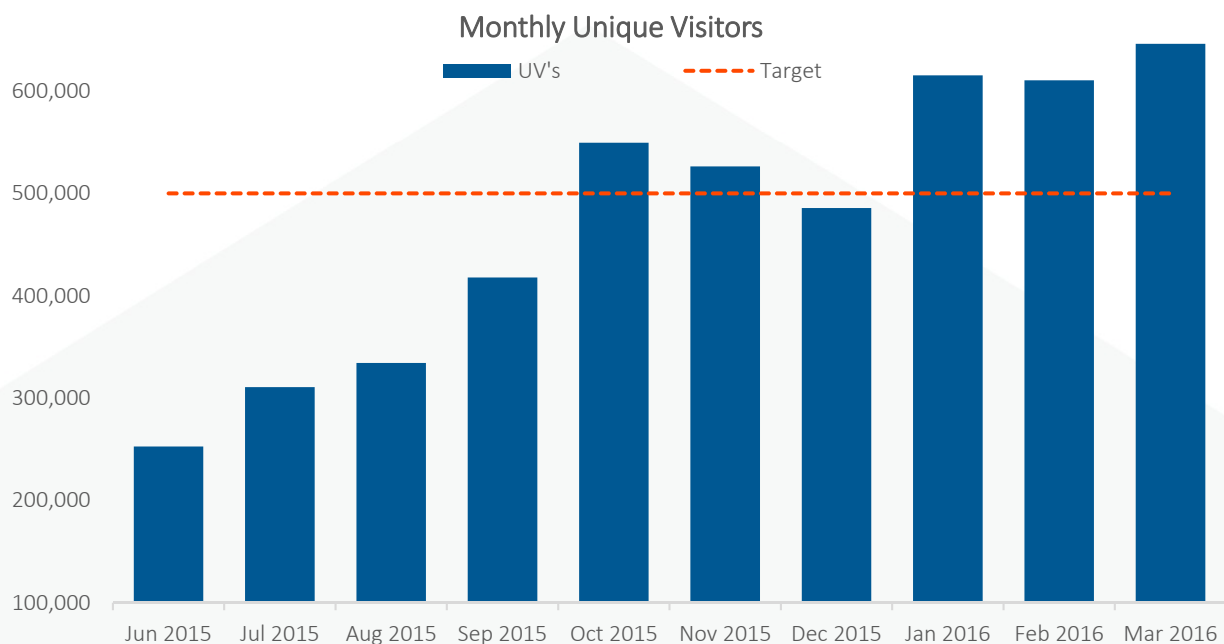
### RENT.COM.AU LIMITED OPERATIONS UPDATE

#### RENT CONTINUES STRONG GROWTH ACROSS ALL CUSTOMER SEGMENTS

Rent.com.au Limited (ASX: **RNT**) ("**RENT**" or "**the Company**"), Australia's Number 1 website dedicated to rental property, achieved more than 640,000 unique visitors to the website during March 2016 while also continuing to increase agent registrations and landlord listings in line with its content targets.

#### Key Statistics:

- 646,130 unique visitors ("**UV's**") to the site in March 2016
- Achieved milestone of three consecutive months of over 500,000 unique visitors per month
- Strongest monthly growth in real estate agent registrations, now more than 7,300 agents registered
- New record of active landlord listings
- Continued strong user engagement metrics



RENT Managing Director, Mark Woschnak, said the March 2016 operating results were pleasing, with strong growth in unique visitors, agent registrations and landlord listings.

The Company has set its core objectives for 2016 as:

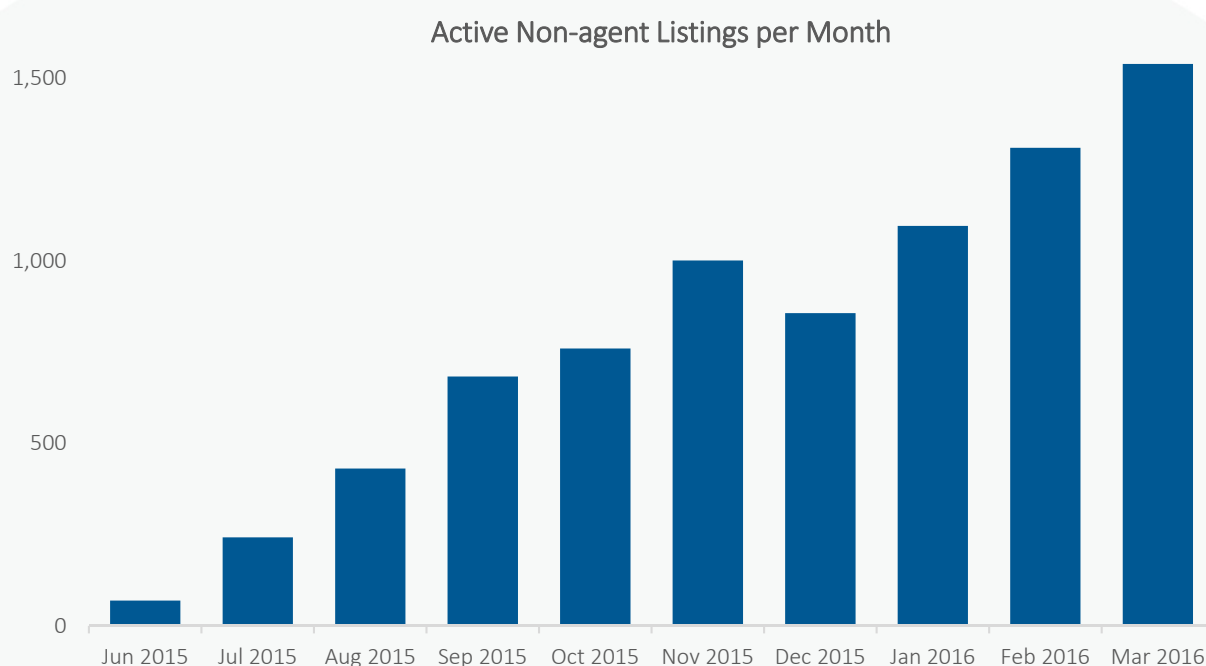
- Focus on growth in listings content from agents and landlords;
- Completing the roll out of its national sales team;
- Continued innovation in user experience and product development; and
- Preparing the next phase of the national branding campaign.

"We are seeing good results indicating progress towards meeting our core objectives for this year. The focus on content growth has resulted in our strongest month yet of new agent registrations and an all-time high number of non-agent listings on the site.

“We fully deployed our national agent sales team during the month ahead of schedule and we are pleased with the early results. Our recently announced reseller agreement with Veda extends the reach of our national salesforce, providing us with further ability to accelerate revenues from real estate agents as we continue to improve our enquiry levels which is what agents want,” said Mr Woschnak.



Mr Woschnak commented: “As previously announced, we are focusing 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 currently on site. Approximately 500 new agents registered with [www.rent.com.au](http://www.rent.com.au) during March, more than 6 times the average of the preceding 8 months, and we expect that this will be reflected in an increase in listings content over the coming months, similar to the continued growth in non-agent listings we continue to anticipate.”



RENT has also made progress against its other objectives of continued innovation, user experience and preparation for the offline/mainstream phase of its national branding campaign. “Agencies have been briefed, we have commenced work on enhancements to the user experience, and we continue to broaden our product offering, such as with the recent announcement of a new 3 year agreement with Veda to enhance both our RentCheck and RentConnect products, with other new products in the development stage,” said Mr Woschnak.

**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).