





RMA Global Limited (ASX:RMY)


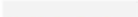
December 2025 Investor Update


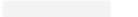
Agenda

- 1 Our Journey
- 2 Our Solution
- 3 US Opportunity
- 4 US Go-To-Market Approach
- 5 Closure



  **Sam Wyatt**
★★★★★

 
★★★★☆

 
★★★★☆



D ★★★★★
Daniel Davis
We are blown away by the efforts of Sarah. She certainly lived up to her reputation of local expert.

Instagram

<  Sarah >  

Hey! My brother Daniel gave me your details, I'm looking for some advice.



David Williams
Chairman



Jim Crisera
Chief Executive Officer



Stephanie Holtan
US Chief Revenue Officer



Michelle Sheehan
Chief Financial Officer



Australian Startup to Global Proptech Leader.

Origin 2014

A simple idea:

“What if homeowners could choose an agent based on verified reviews and performance, not just a flashy billboard?”

Stabilization 2024

We hired a US-based CEO to change our go-to-market strategy in the US and reduce the cost in the business.

Acquisition

We saw that real estate agents needed more than just reviews; they needed a way to market their reputation constantly and to be seen as the local expert. We acquired Curated Social, a best-in-class social media market platform to integrate with our review / listing platform.

Expansion 2018

We grew quickly with real estate agents, listing on the ASX in 2018 and expanding to NZ and US. We started helping property managers and mortgage brokers build their reputations too.

Investment 2025

We invested in growth by re-building our US team with senior brokerage-insiders

Evolution

Today as Renowned, we bring together social proof, data-rich content creation, social media and advertising to offer the industry's first complete system for Local Expert Marketing.



Track to the Prize

Being good isn't enough

You need to be **known** for being good and the local expert.

The market has changed:



The demand for expertise

Competition is rising, and the consumer expect proof of expertise – not just claims.



Agents need to be top of mind



Agent selection happens earlier

Consumers have access to more data than ever. Agents need a structured online presence to be seen and to be considered.

65%

of business comes from referrals & repeat business

76%

of consumers contact one agent

2.4%

Average lead conversion rate in real estate

The Prize

Australia:

~ 36,000

Active agents

~ AUD\$1,240

Average AUS agent spend in FY25

~ AUD\$44.6m

Total addressable market

30% Penetration

Market share of paying agents

US Opportunity:

~ 865,000

Active agents

~ AUD\$1,240

Average AUS agent spend in FY25

~ AUD\$1,073m

Total addressable market

**~AU\$322m+
Opportunity**

Assuming current Australian
penetration benchmarks are achieved



The New Playbook:

Local Expert Marketing

Shift from pursuing customers to a system of attracting them

Local Expert Marketing is based on three principles:



Be a Local Authority

Differentiate with real value, real social proof – not generic platitudes



Be Everywhere

Consistent and regular visibility everywhere your clients are looking



Be Systematic

Let automated systems turn your daily work into marketing fuel

Be trusted

Experience + Trust = Listings

Trigger automated review collection and add hyper-local market insights to showcase your expertise and credibility in your local market.



November - December

SALES HIGHLIGHTS

Melbourne, Victoria


Book a free appraisal

27,155	8,129	27	\$843k
Active Listings	Sold Listings	Average Days On Market	Average Sale Price

Your local expert in **Melbourne, Victoria**

 **Julie Wyatt (Test Account)**
Director
0488000000

THE CASTLE GROUP





Testimonial

“

As first-time homebuyers, we were overwhelmed by the process until we found Joe Duenat. He patiently walked us through each step, explained everything in terms we could understand, and never pressured us to make decisions we weren't comfortable with. His connections with reliable inspectors and lenders made the whole experience seamless. We're now happily settled in our new home thanks to his guidance.

”

 **Joe Duenat**
(555) 123-1234
license# or website.com

 **castle**
REAL ESTATE

for personal use only

Social Presence

Be remembered.

Data-driven content

Transform your listings, rentals, sold properties, review data and local market intelligence into timely social posts.



Top down distribution

Create content at the office or network level and distribute it out to your team to post with a single click.



Brand control at scale

Themes and personalized branding bars ensure your brand is consistent across your entire team.



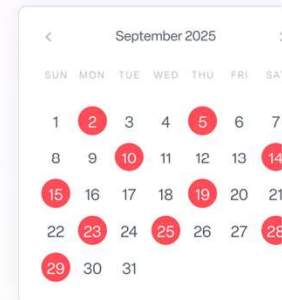
Design studio

Create high-quality posts with hundreds of templates and a user-friendly editor.



Hands-off scheduling

Auto-publish a month's worth of personalized social posts, curated to your preferences.



9:41



☰ ChatGPT ▾



Who is the best real estate agent in Yuma, AZ?

🌟 Top Agents

Here are some of the agents mentioned among the top based on sales and reviews:

Jamie
Wyatt

Very high ratings, good recent sales in Yuma

 renowned.com..

+ Ask anything



q w e r t y u i o p

Get chosen

Dominate search results

Rank among the top agents on Google search and AI chatbots with a constant stream of third-party validation.

AI Visibility

Structure your online presence to make it easy for AI to read & recommend you when people search for an agent in your area.

Establish online authority

Publish data-rich content with our dynamic Market Updates and signal to AI that you are a credible source worth referring.

Focus on the Top 1,000 US Brokerages

Top 1,000 Brokerages

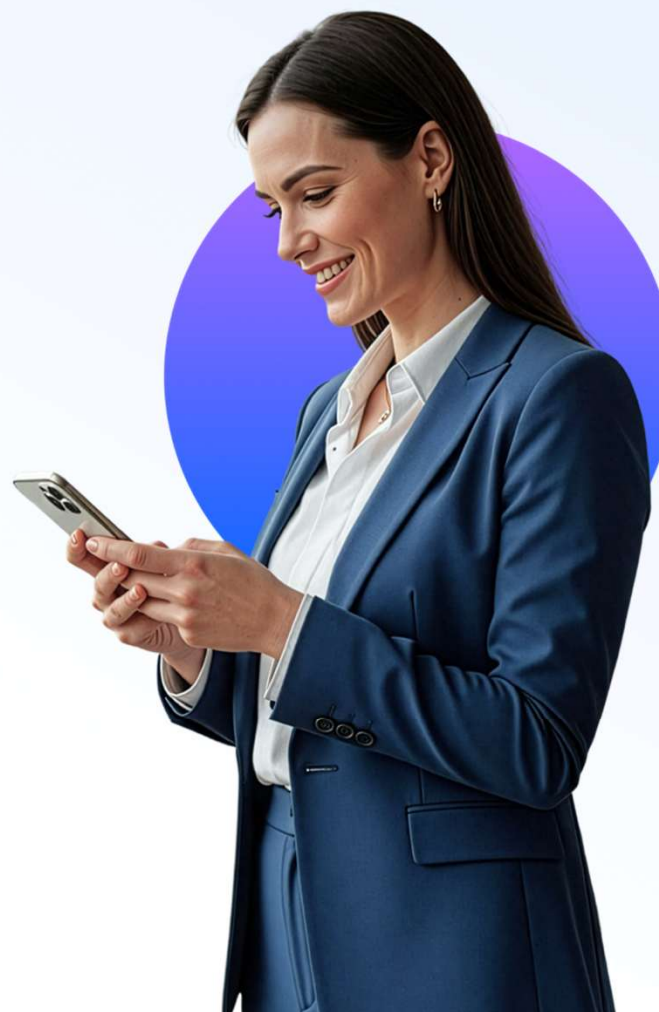
	US\$ Volume	# Brokerages	# Agents
Enterprise	\$1.3B	84	423,189
Mid-Market	\$790M	916	282,638

Enterprise Sales: Led by US executive team

Mid-Market Sales: Led by Mid-Market Team

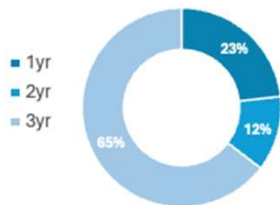
- Sr. Director of Sales
- 2 Sr. Account Executives
- 2 Account Executives

1. T3 Sixty, LLC 2025 Real Estate Almanac by 2024 Sales Volume

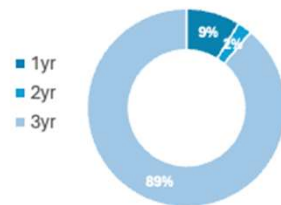


Shape of Progress To Date in FY26

% ARR - All Brokerage & Team Deals



% ARR - Integrated Brokerage & Team Deals



Summary of Brokerage / Team Deals in FY 26

- 77% of ARR added is in the form of multi-year deals
- Deals with the integrated solution (RMA + CS)
 - More likely to be multi-year (91%)
 - Average Annual Deal Size is 112% more than RMA-only deals

Representative Brokerages:

CENTURY 21
Christel Realty

LEWIS & FREEMAN
REAL ESTATE, INC.

kw PORT ST. LUCIE
KELLERWILLIAMS. REALTY

OMNI
HOMES INTERNATIONAL

DALTON WADE
REAL ESTATE GROUP

Cutler
REAL ESTATE

RE/MAX
PROFESSIONALS

ACROPOLIS REALTY
GROUP

REALTYONEGROUP
PACIFIC

Better Homes
REAL ESTATE

JOURNEY

kw KELLERWILLIAMS.
REALTY YUMA

The **simplicity** and **automation** of RMA are **truly beneficial** and stress-free, helping us consistently **deliver value to our agents**. It's the first product where I could **immediately see the value**.

Mary Yacoub-Raad,
Realty ONE Group Simplified



The Local Expert Marketing Platform

This is just the beginning of something big.

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