



## ASX Announcement

3 March 2021

# HALF YEAR RESULTS WEBINAR

Rent.com.au Limited (ASX: **RNT**) ("**Rent.com.au**" or "**the Company**"), Australia's website made for renters, is pleased to announce that it will host a webinar for shareholders and other interested parties at 9.30am WST (12.30pm AEST) on Thursday 4<sup>th</sup> March 2021.

The Chief Executive Officer, Mr Greg Bader will present the accompanying Half Year Results Presentation following which he will take questions from shareholders.

In order to access the webinar, shareholders and other interested parties are required to **pre-register before the webinar** using the following link:

[https://us02web.zoom.us/webinar/register/WN\\_-x7WLHJmQsapzQslKeikKA](https://us02web.zoom.us/webinar/register/WN_-x7WLHJmQsapzQslKeikKA)

Once you have pre-registered, you will receive a personalised email with login details to the webinar. If you do not receive this email (please check junk mail folders) then please contact the Company at [investors@rent.com.au](mailto:investors@rent.com.au) or on 08 6145 2609 prior to the meeting.

*Lodgement with the ASX has been authorised by the Chief Executive Officer.*

*Investors wishing to keep up to date with company news and events are invited to subscribe for updates at: <https://investors.rent.com.au/>*

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**rent**

**Rent.com.au Limited**

**Half Year Results  
31 December 2020**

# RNT is positioned for growth

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**Record Group Revenue** and **EBITDA** results.  
Core RENT business now profitable.



All key customer metrics **continue to grow**.  
RENT App still #1 rated.



Innovation continues with next generation product, **RentPay**, approaching launch.



**Strong partnerships** underpin expansion opportunities for RentPay (AGL, ANZ, NOV etc).

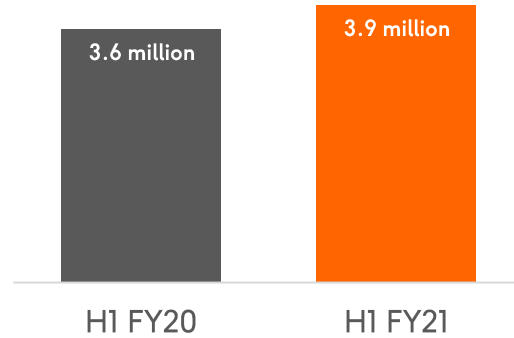


# Engagement with our customers continues to grow

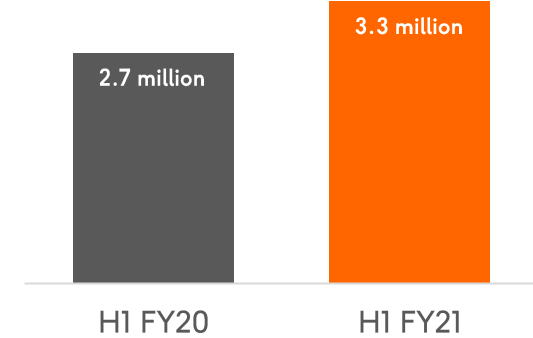


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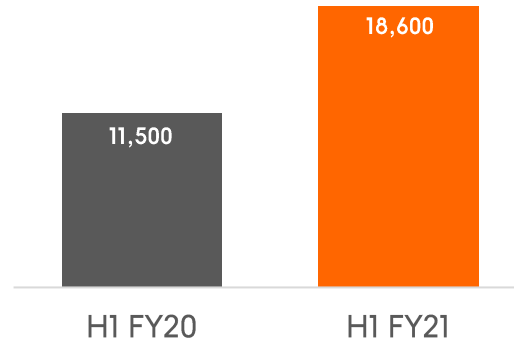
10% Better  
UNIQUE VISITORS



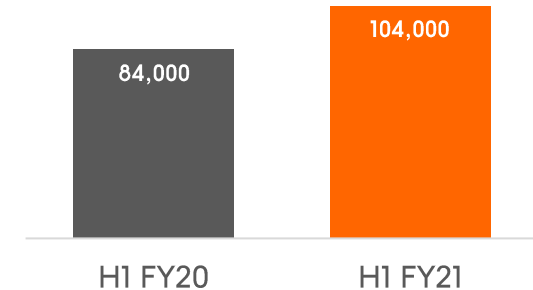
23% Better  
NON-PAID VISITORS



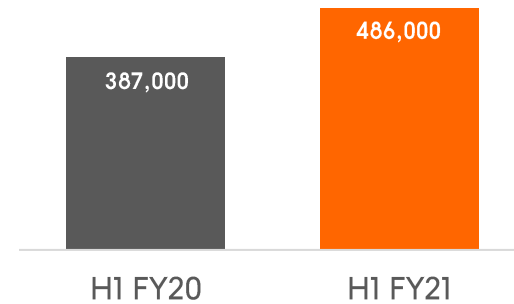
62% Better  
PRODUCTS USED



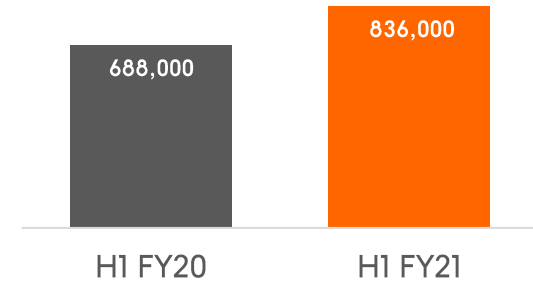
23% Better  
NEW APP DOWNLOADS



26% Better  
ENQUIRIES & APPLICATIONS

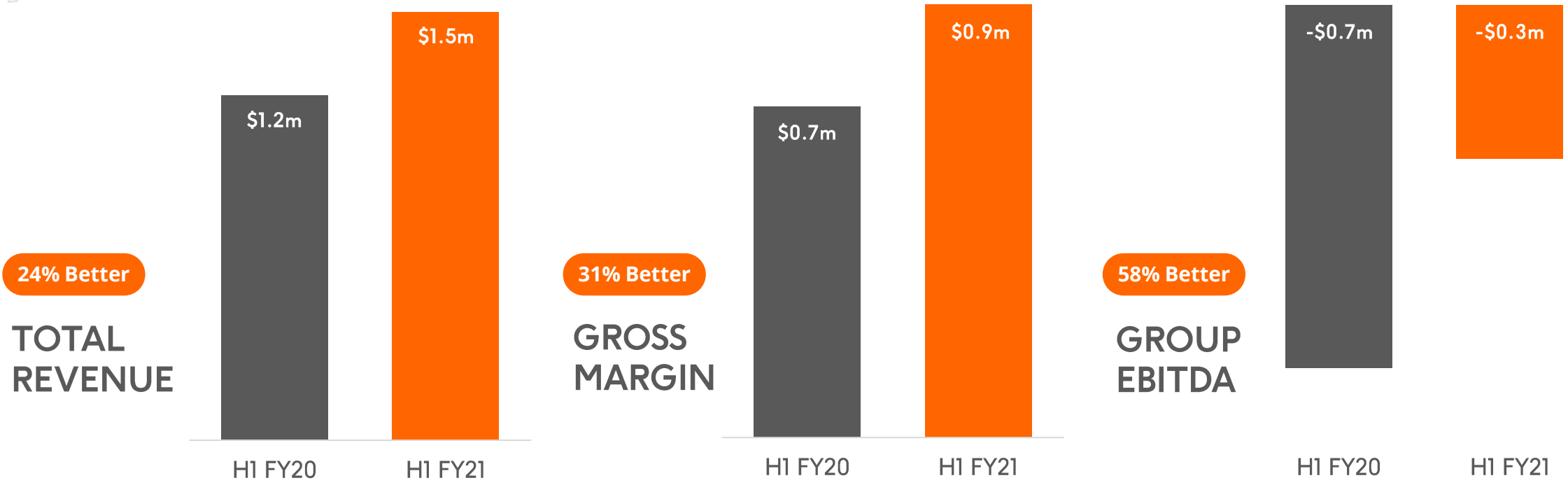


22% Better  
ADVICE PAGEVIEWS



# and delivers record financial results

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## Our Purpose

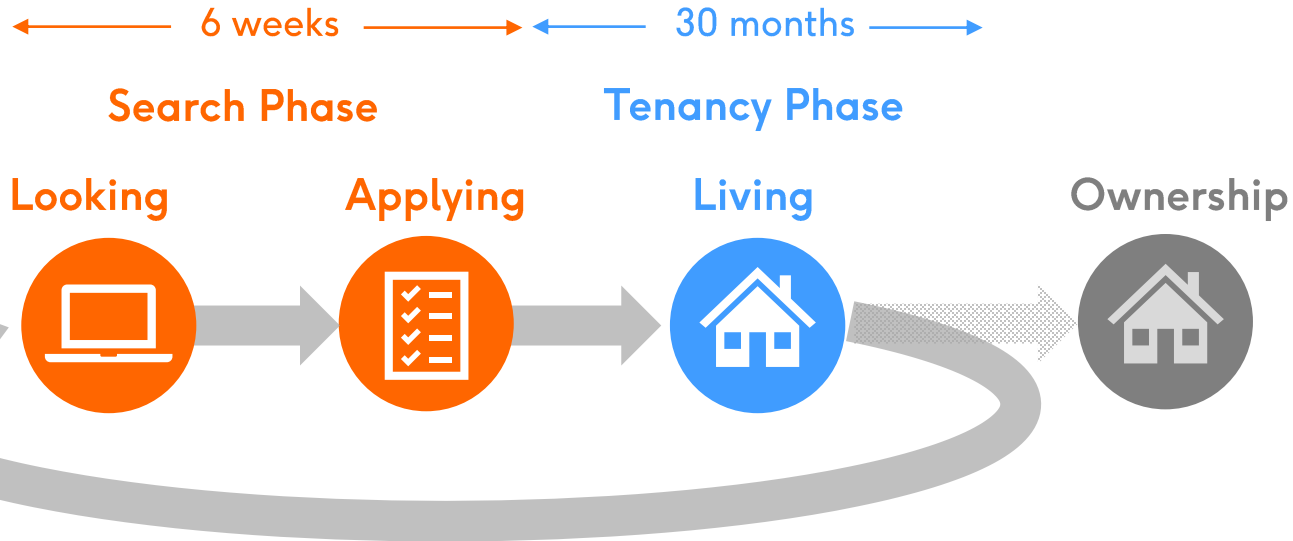
We exist to make renting rewarding

Renting is fast becoming the preferred choice for many people and is a segment without a champion

**32%**  
of Aussies rent

**65%**  
are millennials

# Renting's a big market



**~80k**  
Properties  
rented per  
month

**>2.5m**  
Renting  
households in  
Australia

**>\$55bn**  
of rent paid by  
renters each  
year



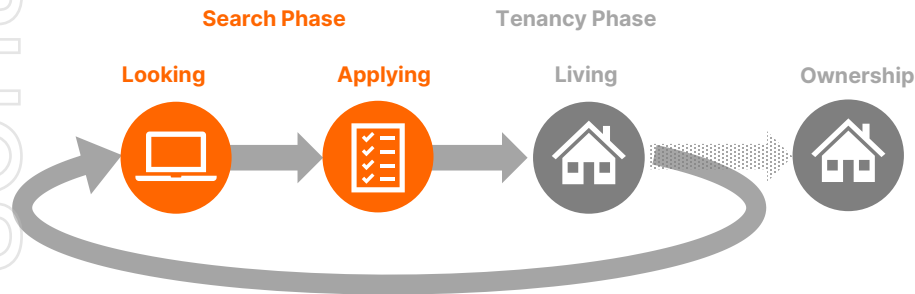
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# We are reimagining the Renting Experience



Our single focus is giving Australia's 7+ million renters more control and flexibility

For others, renters are a distraction, for us they are everything



The screenshot shows the rent.com.au website interface. At the top, there is a navigation bar with the rent logo, search filters (Search Rentals, For Renters, For Agents, For Landlords, Blog), and user options (List your Property, Renter Resume, Sign in, Register). The main content area features a large hero image of a woman looking out a window with the text 'Find a perfect place to call home' and a search bar. Below this, there are several promotional tiles: 'rent resume' (No rental history? No worries.), 'Renting advice & tips' (with sub-tiles for Features, News, and Landlord Advice), 'Your Questions answered' (with sub-tiles for Help Centre), 'rent connect' (Get connected with a \$100 e-gift card), 'rent check' (Find out if you're a good tenant), 'rent bond' (Move with confidence), and 'rent pay' (Manage renting your way).



# and putting the renter first



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# Now the largest dedicated Renting community in AU



January 2021 Snapshot

**720k** Unique Visitors to our site and apps

**9.6m** Pageviews

**100k** Enquiries and Applications to agents

**75k+** Active Rental listings on our site

**Core RENT "Search" business is now profitable**



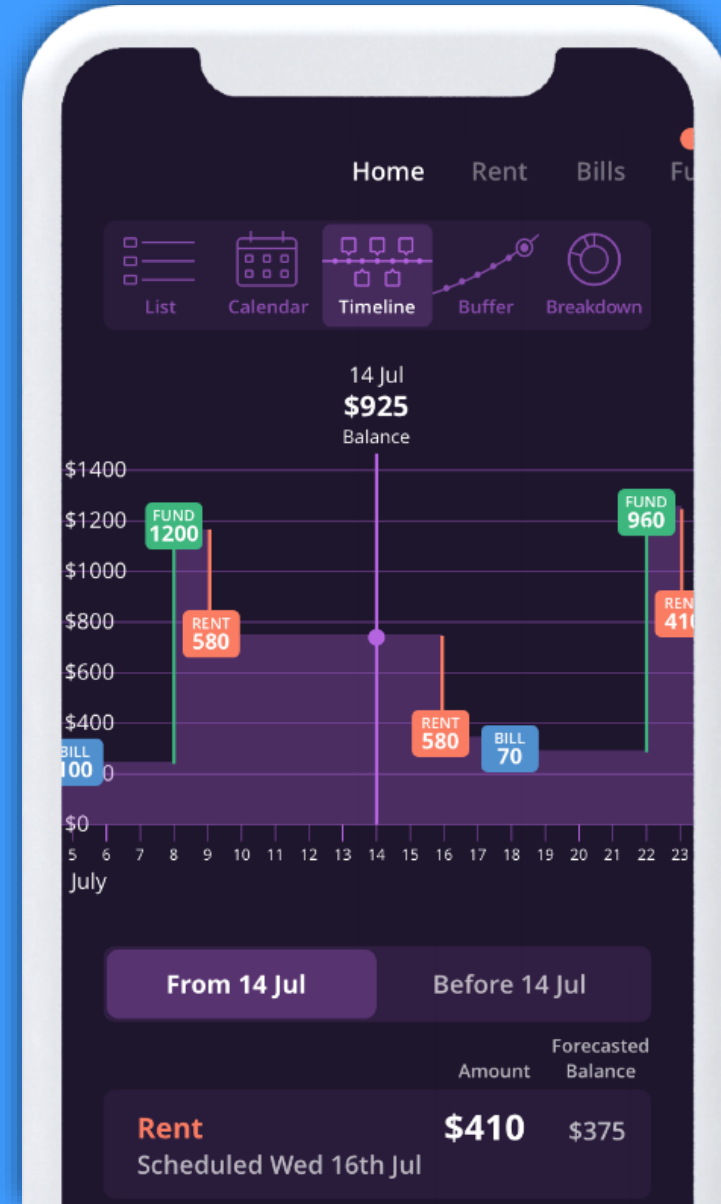
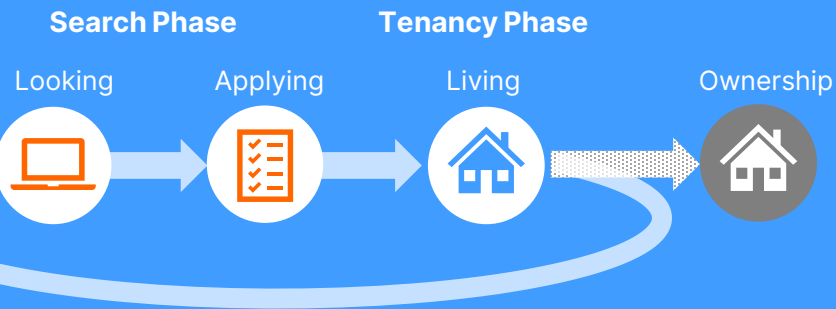
**#1 Rated Real-Estate App**

# and we are about to disrupt the tenancy period



We know our customer. Their support gives us the right to extend our customer relationship beyond search

The tenancy period gives us a x20 multiplier in terms of market size and engagement period





All renters need to pay their rent, making RentPay relevant to over 2.5 million households in Australia who collectively pay more than \$1 billion in rent each week – week in, week out.

Yet they aren't catered for by a market oriented towards agent & landlord needs

**#1**

money is the leading source of millennial stress

**70%**

of people are anxious about their energy bill

**68%**

regularly use their smartphone for banking

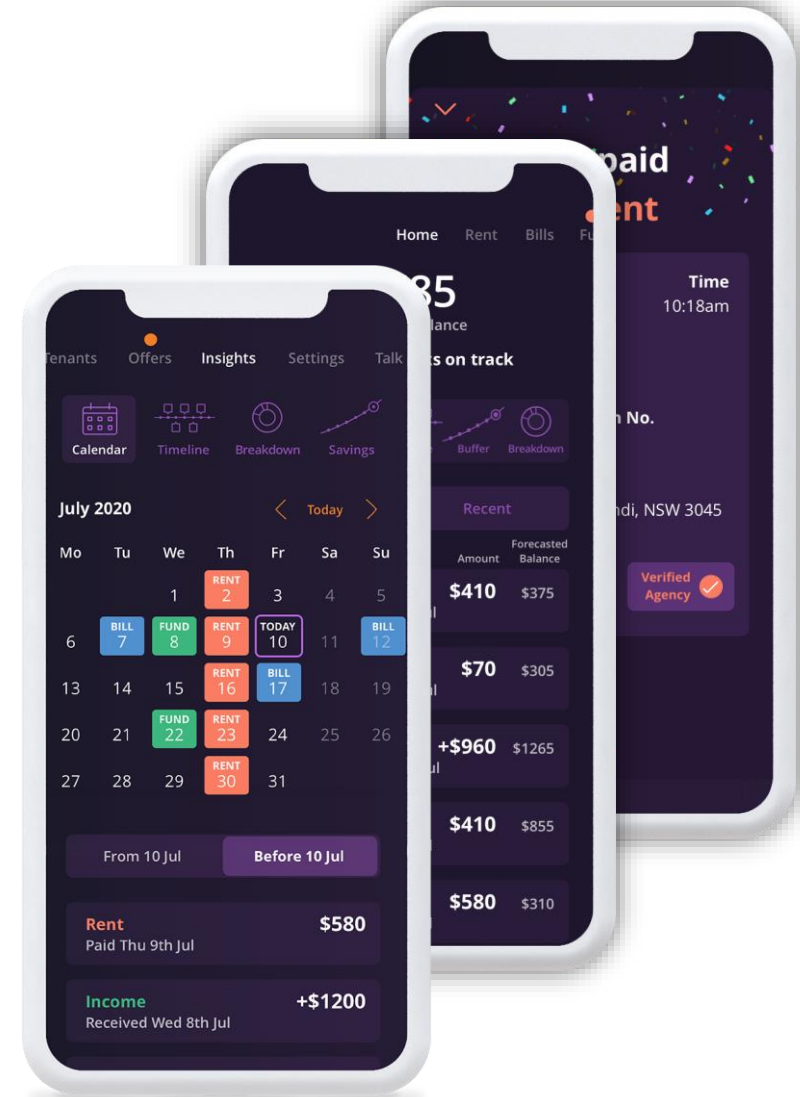
# Rental payments is where we will start

## Renters will be able to

- Pay what they want
- Pay when they want
- Be recognised
- Be in control

## Agents/LLs will receive

- The right amount
- At the right time
- New revenue lines
- Reconciliation tools



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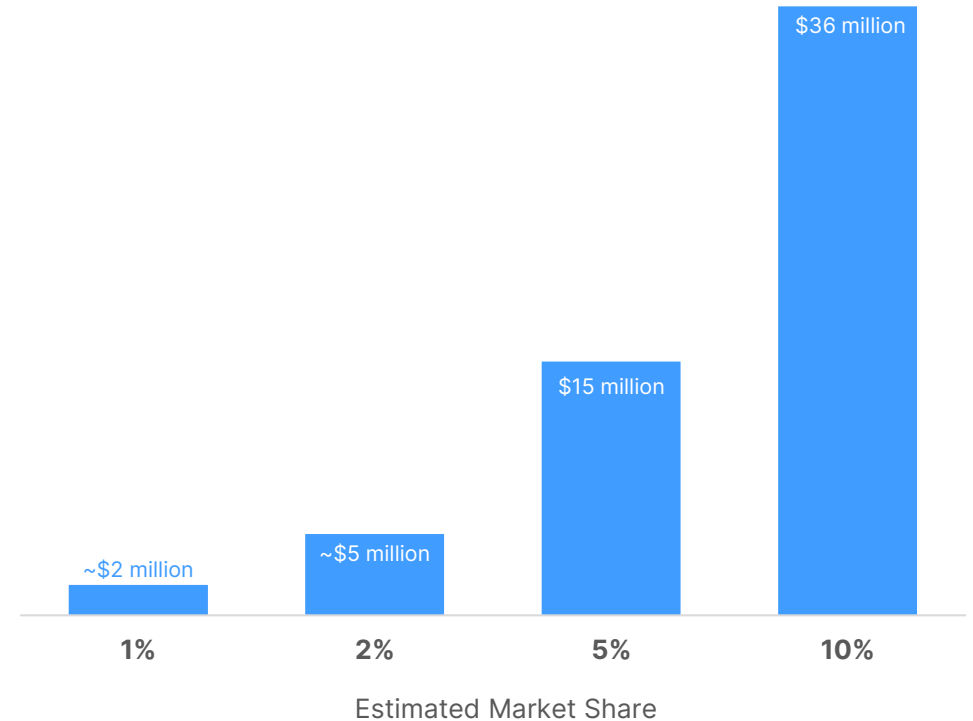
# The opportunity is significant



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- Market changing payment solution
- Natural marketing channel in rent.com.au
- Purpose-led, making renting more rewarding
- Compounding annuity income streams
- Significant expansion options (products, partners, geographies)

Potential Annual RentPay Revenues at Various ARPU's & Market Shares†



Estimated Market Share	1%	2%	5%	10%
Customers	25,000	50,000	125,000	250,000
Bundled ARPU <sup>£</sup> (Monthly)	\$6.00	\$8.00	\$10.00	\$12.00
Monthly Revenue	\$150,000	\$400,000	\$1,250,000	\$3,000,000

† Not a forecast - product has not yet launched. Rent.com.au indicative estimates based different Average Revenue Per User (ARPU) per month @ different market shares. Market share estimated as target customer number divided by 2.5m rental households.

# Illustration of the effect of annuity income streams

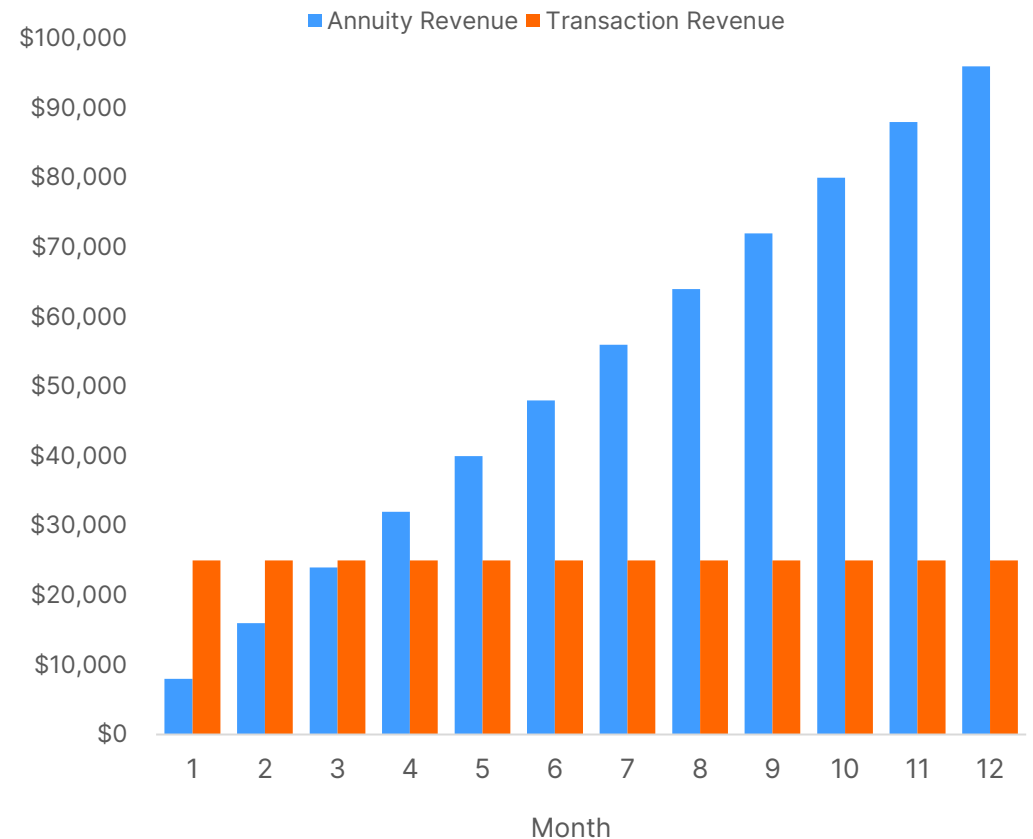
## Annuity Revenue

- Right now, what we sell today we need to sell again tomorrow.
- An annuity revenue stream provides compounding growth and insulation from seasonality

Assumptions used:

- 1,000 new customers per month (the same applies to each type of revenue stream)
- For Transaction (one-off) income, the assumed average transaction value is \$25 (i.e. cost of a RentCheck)
- For Annuity (recurring) income, the assumed average revenue per user (ARPU) per month is \$8 (i.e. our initial RentPay target)

Illustrative Example: Revenue Model Comparison



# Our progress so far

- Customers actively contributing to finalisation of features/messaging
- Launch planning - our existing customer base is the obvious place to start
- Beta App submitted to the App stores, user testing continues
- Phase 2 (extensions/expansions to features) already in planning

**Targeting Launch - End of March 2021**



# FINANCIAL RESULTS

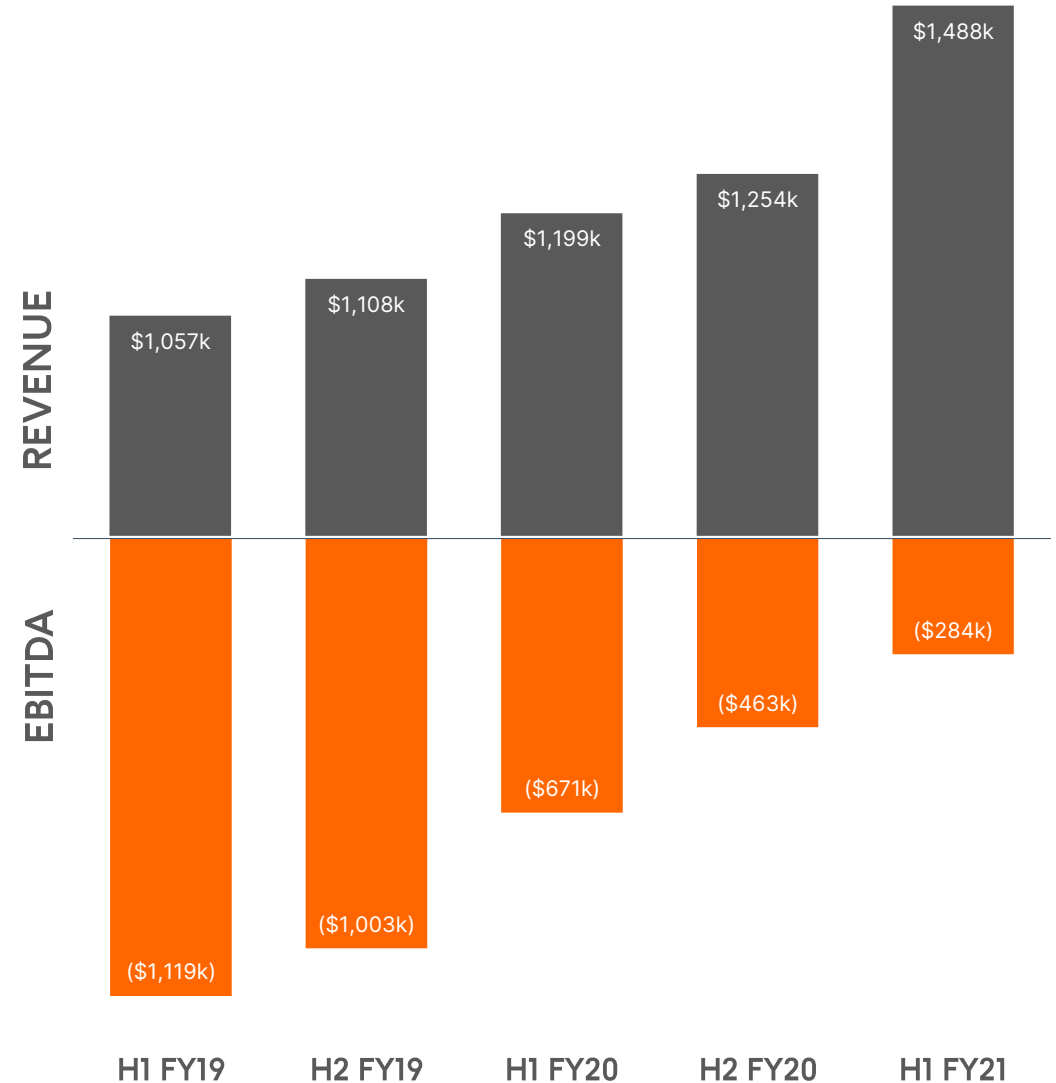
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# Financial Results H1 FY21



RNT Group	H1 FY21	H1 FY20	%
	\$'000	\$'000	Change
Renter Products†	792	555	43%
Advertising Sales	548	513	7%
Other Revenue	147	131	12%
<b>Total Revenue</b>	<b>1,488</b>	<b>1,199</b>	<b>24%</b>
Cost of Sales	-543	-477	14%
<b>Gross Margin</b>	<b>945</b>	<b>722</b>	<b>31%</b>
Gross Margin %	64%	60%	4%
Operating Costs	-1,229	-1,393	-12%
<b>EBITDA</b>	<b>-284</b>	<b>-671</b>	<b>-58%</b>

RNT Group Revenue & EBITDA

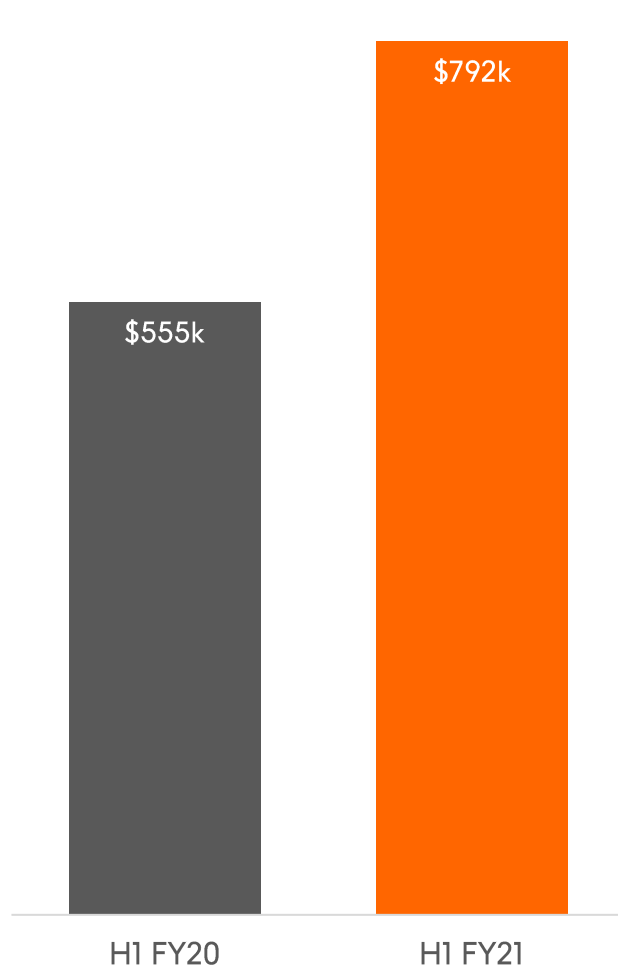


† Source: rental payments revenue was previously included in Renter Products prior to October 2019. Now included in Other. Comparatives restated to reflect LFL.

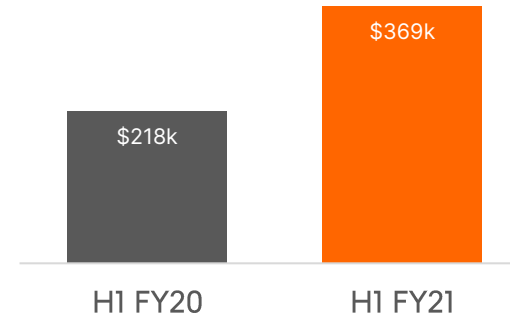
# AGL partnership drives Renter Products Revenue



## Renter Products Revenue

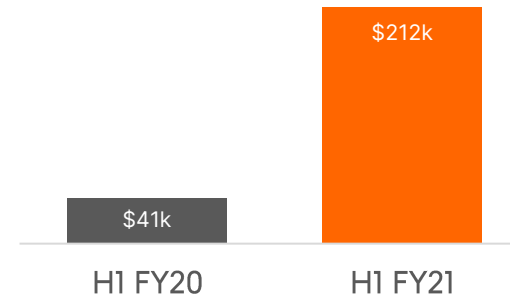


69% Better  
rent check



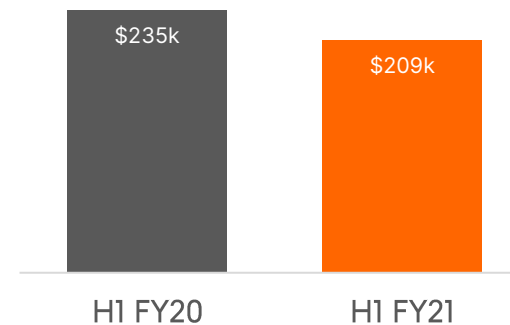
Greater customer awareness of product along with product innovations has driven increased take up of the product.

419% Better  
rent connect



AGL partnership commenced (operationally) in January 2020. Compelling offer and well-worked integration have driven adoption. AGL have extended arrangement for further 12 months.

11% Down  
rent bond

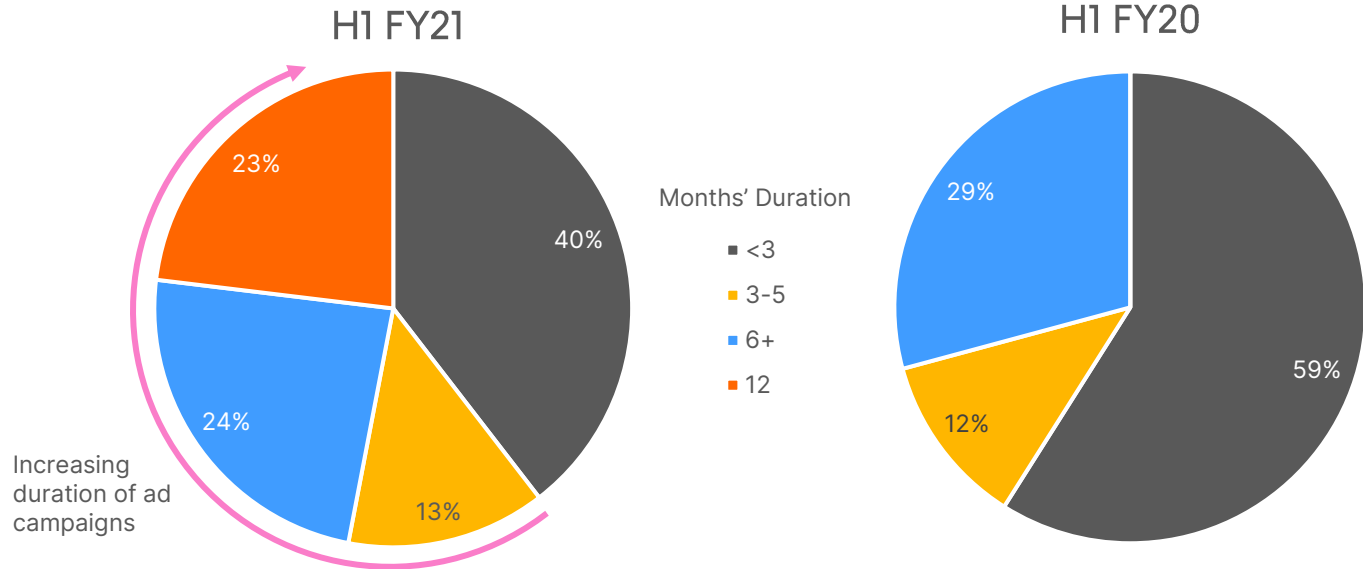


Lower demand since onset of COVID (early access to superannuation and access to stimulus) have reduced application volumes.

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# Improving consistency, deepening relationships

## Advertising Sales Revenue



- Focus on customer conversions for advertising clients (rather than just delivering audience eyeballs) driving more repeat business and longer commitments
- Almost a quarter of H1 FY21 revenue from “always on” campaigns running for 12 months or more (another quarter from campaigns of 6 months or more)
- Bucking industry trend which is moving to automated “programmatic” advertising.

# OUTLOOK

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- › Well-funded with influential new investor, 6x shareholder base removes capital risks
- › RentPay nearing launch – on track for significant revenue opportunity
- › Core RENT search business profitable – on track to achieve this again in Q3 FY21
- › RentPay is just the beginning, further evolving revenue streams are available
- › Increased profile of RNT has led to other approaches to partner or seize opportunities

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rent  
made for renters

# Corporate Information



Shareholdings	Feb 2021	%
Board & Management	48,766,798	12.3%
Other Top 30 Shareholders	148,740,170	37.4%
Other Shareholders	200,147,259	50.3%
	<b>397,654,227</b>	<b>100.0%</b>

## Financial information

Share price (19 February 2021)	\$0.245
Ordinary shares on issue	397.7m

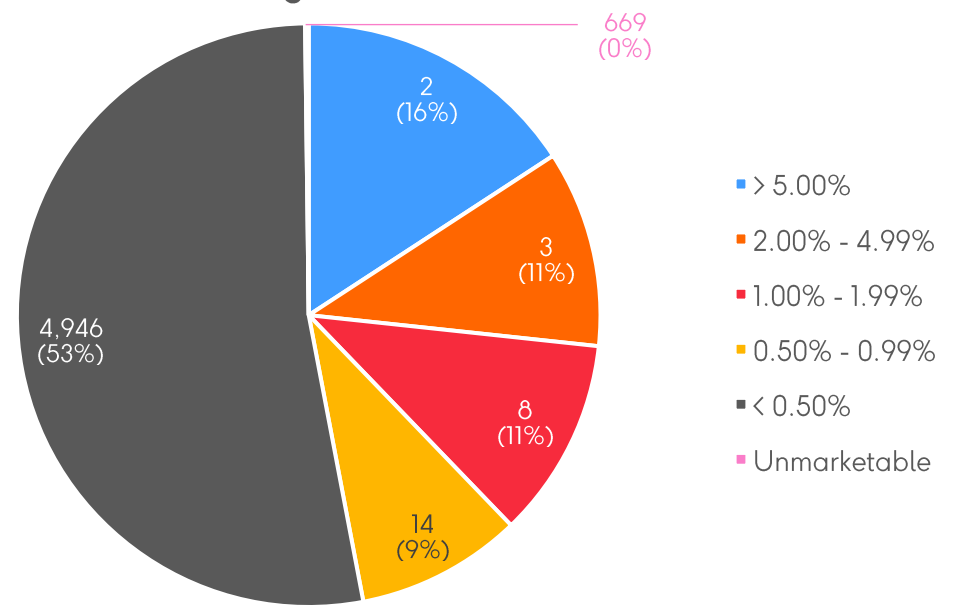
## Market capitalisation **\$97.4m**

Other	Exercise	Vest	Expiry	Number
Options (CEO)	\$0.25 - \$0.50	vested	Sep-21	3,750,000
Options (Directors)	\$0.10 - \$0.15	Nov-23	Nov-25	7,200,000
Option (Novatti)	VWAP	vested	Feb-22	~1,200,480
Performance Rights (LTI)		Jun-23	Jul-23	15,750,000

## Top 5 shareholders %

Bevan Slattery (new holder)	10.1%
Jason Carroll (HNW – holder since 2016)	5.7%
Greg Bader (CEO – holder since 2016)	4.7%
John Wood (Director – holder pre-IPO)	4.0%
Garry Garside (Director – holder pre-IPO)	2.2%

Shareholding Distribution





# Directors and KMP

**Garry Garside**



**Non-Executive Chairman**

- Experienced property developer and investor
- Founded Prime Health Group before merging it with Westpoint Healthcare to form Endeavour Healthcare

**Sam McDonagh**



**Non-Executive Director**

- 20+ years experience in senior management roles including Country Manager of Airbnb Australia/NZ, GM South East Asia for eBay and Chief Sales & Marketing Officer for iiNet
- Non-Executive Director of TicToc Homeloans

**Phil Warren**



**Non-Executive Director**

- 20+ years in corporate/advisory roles with ASX listed companies
- Managing Director of corporate advisory firm Grange Consulting, Non-Executive Director of Family Zone Cyber Safety Ltd

**John Wood**



**Non-Executive Director**

- Extensive experience in retail, property, sales and marketing, business management and tourism
- Founder & National Acquisitions Manager of National Lifestyle Villages

**Greg Bader**



**Chief Executive Officer**

- 20+ years experience as a senior executive with proven success in rapidly growing technology businesses
- Former senior executive at iiNet, where he grew business services revenue to over \$200m

**Jan Ferreira**



**Chief Financial Officer**

- 20+ years in senior finance roles in rapidly growing ASX businesses including financial services and technology
- Operational experience in leading consumer lending, sales and customer care teams

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