

# ASX Announcement

28 January 2022

## Quarterly business update and Appendix 4C

### STRONG AGENT ENGAGEMENT IN US DRIVING SUBS

#### Highlights

- **US:**
  - 185,000 agents on the platform. At 31 December 2021: 176,000, up 76% YoY.
  - 309,000 reviews on the platform. At 31 December 2021: 283,000, up 257% YoY.
- **Headline revenues:** Recurring revenue in 2Q FY22 of \$3.7m, up \$1.1m (45%) from 2Q FY21.
- **Cashflow:** Net receipts from customers in 2Q FY22 of \$3.8m, up \$0.8m (25%) from 1Q FY21.
- **Australian and New Zealand revenues:** consistency in Australia and strong growth in New Zealand subscriptions.
- **COVID-19:** Covid-19 restrictions in the last quarter and the Christmas holiday at the end of the current quarter greatly impacted property marketing and reviews in Australia and NZ.

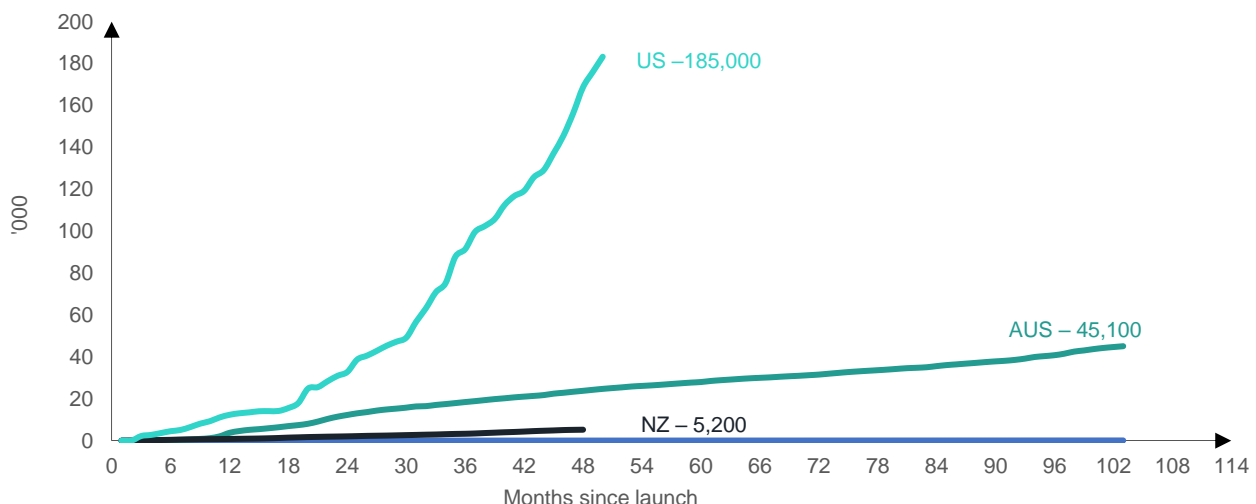
#### USA

##### *Agents on the platform and reviews*

The US focus for 1H FY22 was to drive agent usage on the platform and grow. We generated a third of US reviews in 2Q FY22 alone, which indicates an uplift in agent engagement with the platform.

At 31 December 2021 there were c.176,000 US agents on the platform, up 76% YoY. By 27 January 2022 a further 9,000 agents have joined. There are now over 4 times more US agents on the platform than in Australia.

##### **Agents on the RMA platform**

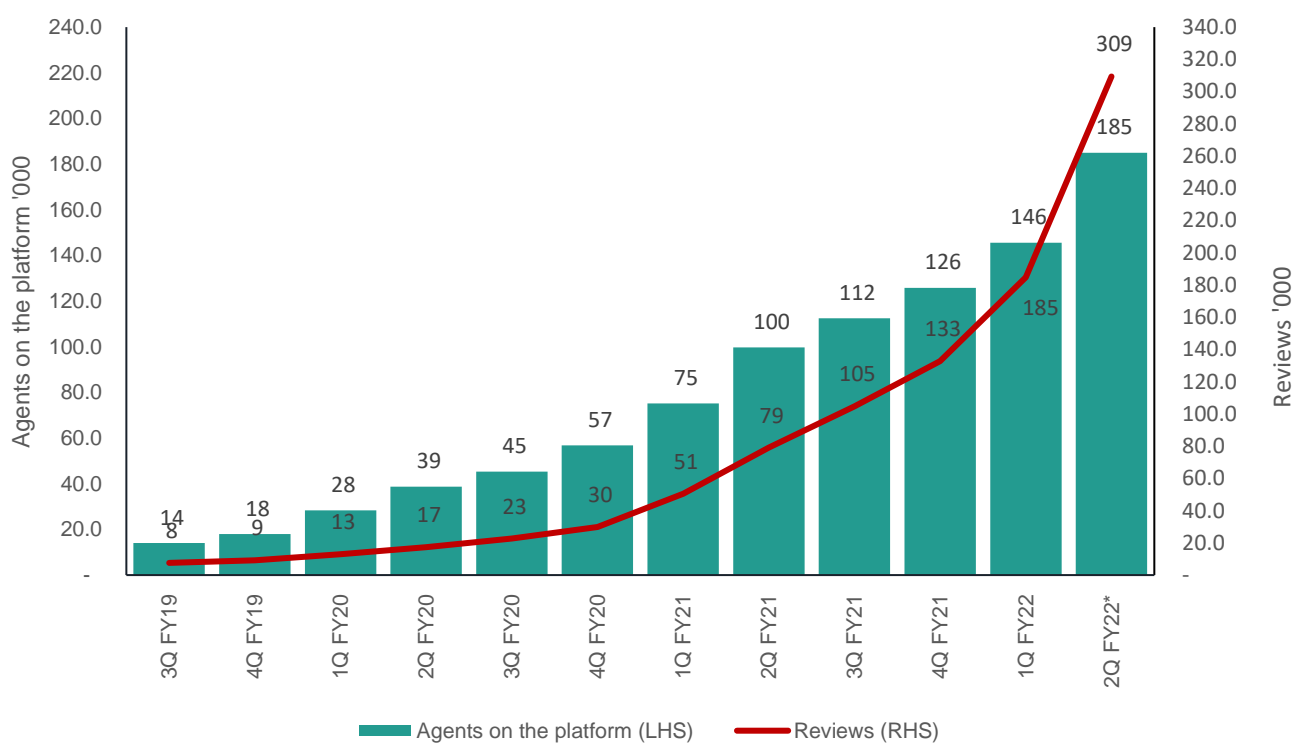


Once on the platform, agents collect reviews against their profile to take advantage of the benefits of the platform. This engages agents with the platform and encourages them to collect more reviews and ultimately take up a subscription to unlock the additional benefits of paid services. Agent engagement as reflected in reviews is a leading indicator of paid subscriptions.

As agents continue selling properties, reviews, which are cumulative, will significantly outpace agents joining. The more reviews an agent has on their profile, the more valuable their profile is to them and to property owners searching to employ an agent.

The strong acceleration in reviews experienced in 1Q FY22 continued into 2Q FY22 with c.98,000 reviews being collected, a QoQ increase of 89%. Over 200,000 reviews were collected in the 2021 calendar year, an increase of c.330% over 2020. As at 27 January 2022 there are c.309,000 reviews on the US platform.

**US Agents on the platform vs reviews (cumulative)**



## US Revenue

### Subscriptions

While the primary focus in the US remains on growing agent usage, subscription revenues are growing. In 2Q FY22, c.AU\$354k in subscription revenue was earned, up 44% over 1Q FY22 and 321% over 2Q FY21.

## US Subscription ARRR



## Australia and New Zealand

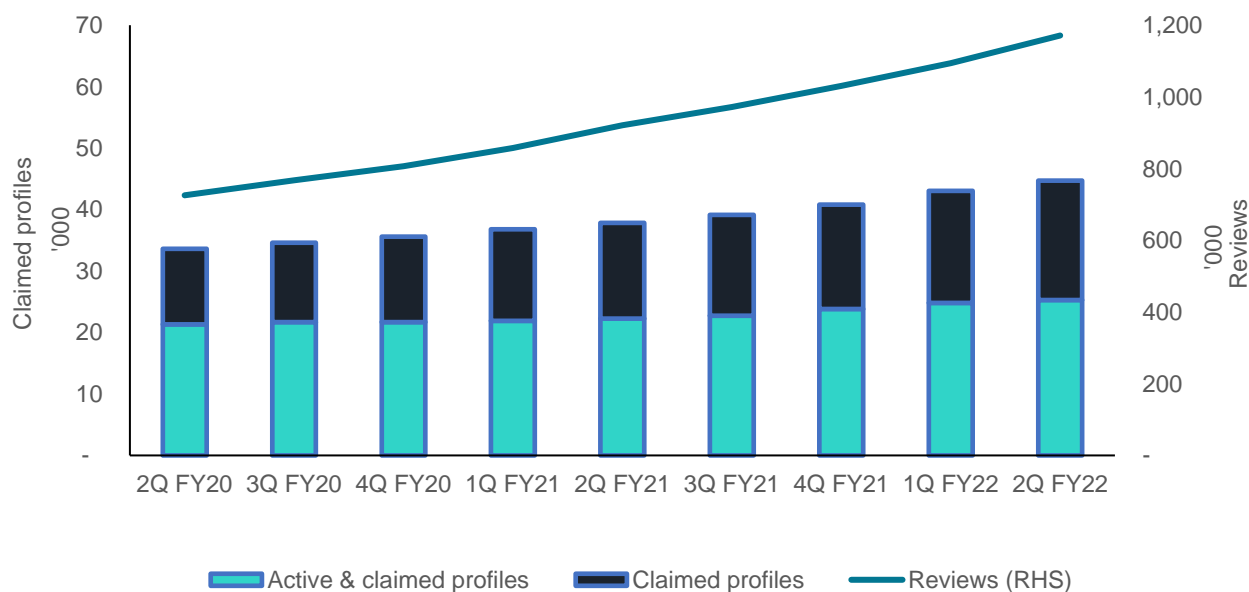
### Agents on the platform and reviews

In Australia 45,100 agents have claimed their profiles at 27 January 2022 and collected over 1.18 million reviews. An agent's profile remains on the platform when they exit the market and given RMA's maturity in Australia, a more relevant metric to measure the platform uptake in the market is the number of active agents on the platform. RMA defines an active agent as an agent with at least one property sale in the last 12 months.

At 31 December 2021 there were c. 34,200 active agents in the market, up 3,500 (11%) YoY. Of these, c.25,300 active agents had claimed their profile, up 3,100 YoY. This represents a 14% increase in the number of active agents on the platform and a 3% increase in market share.

Circa 77,000 reviews, a new record, were collected in 2Q FY22, up c.13,200 (21%) on 1Q FY22.

### Australia - Agents on the platform vs reviews (cumulative)



In New Zealand 5,200 agents have claimed their profiles and collected 46,800 reviews.

The Australian and New Zealand experience of multiple reviews per agent is strong evidence of engagement with the platform and also what we expect to see in the US.

## Revenue

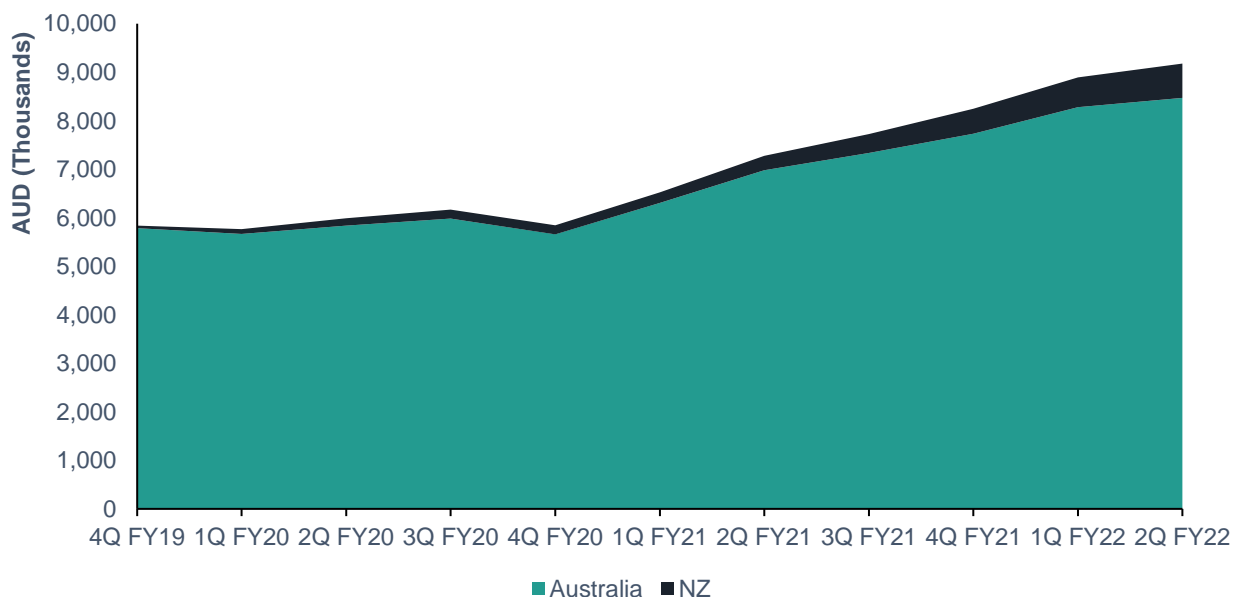
### Subscriptions

The Company's growth initiatives and product offering facilitated ongoing growth in Australian subscriptions and strong growth in New Zealand, despite Covid lockdowns and year-end holidays.

Australian subscriptions generated just over \$2.1m revenue in 2Q FY22, up 2% from 1Q FY22 and 21% on 2Q FY21.

New Zealand subscription revenue in 2Q FY22 increased c.15% from 1Q FY22 to \$177k and by 139% from 2Q FY21.

**ANZ Subscription ARRR**



### Promoter

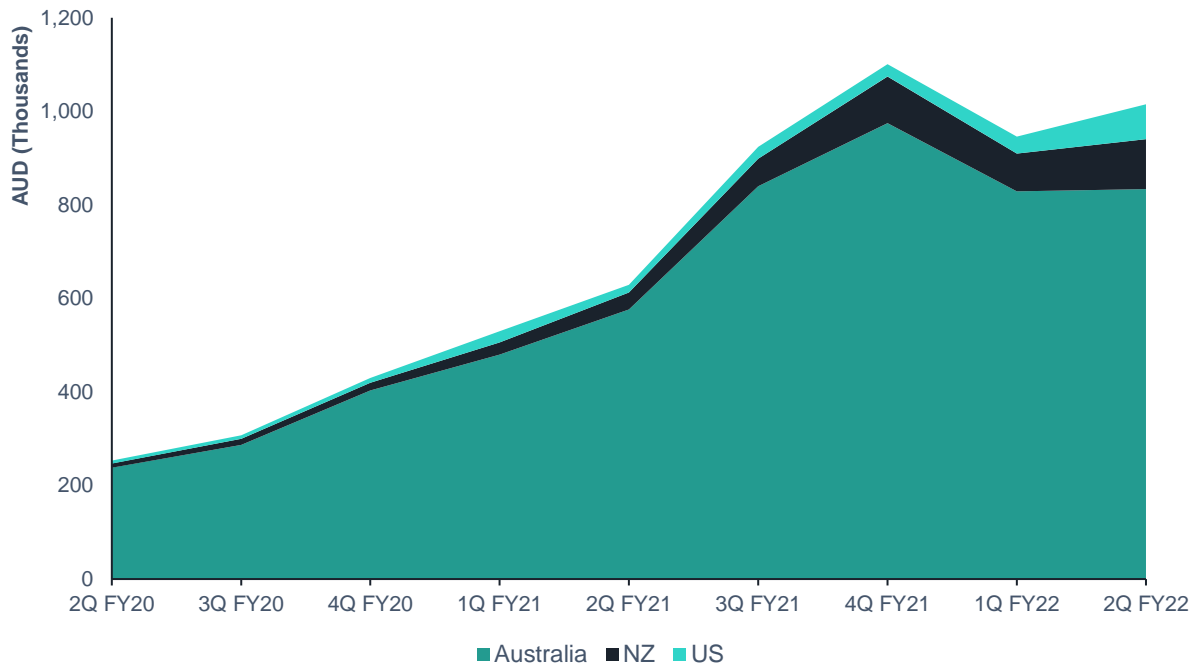
Promoter is a digital advertising product which enables agents and agencies to showcase their reviews and profile across social media platforms and Google.

Promoter benefits from a seasonal boost following the RMA Awards in February, resulting in the 3Q FY21 revenue spike (see graph below). Promoter revenues increased in 2Q FY22 in the build up to Awards 2022.

With agent engagement in the US increasing, Promoter in the US is starting to gain traction and quarterly revenues grew c.104% to \$74k in 2Q FY22, off a low base.

Globally, Promoter revenues in 2Q FY22 of c.\$1.0 million are up 7% compared with 1Q FY22 and up 61% compared with 2Q FY21.

### Promoter revenue



Chief Executive Officer, Mr. Michael Davey said, “We are very pleased with the review growth and agent engagement in the US with one third of our total reviews coming in the last quarter. All of our major metrics have increased and we continue to focus on accelerating this momentum.”

### Cash flow and net cash position

- **Cash receipts from customers** in 2Q FY22 of \$3.8m, up 25% from 2Q FY21 and consistent with 1Q FY22 due to seasonality of cash incomes.
- **Operating cash outflow** for the quarter was \$1.4m, an improvement of \$712k (33%) from 1Q FY22 driven by reduced marketing, staff and administrative costs. YoY operating cash flows for 2Q FY22 improved \$120k over 2Q FY21, with the increase in cash income partly offset by increased investment in staff and infrastructure to expand the product offering and grow pipeline metrics and subscriptions in the US.
- **Cash on hand** as of 31 December 2022 was \$7.1m.

Authorised for release by the Company Secretary, Scott Farndell

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## Appendix 4C

### Quarterly cash flow report for entities subject to Listing Rule 4.7B

**Name of entity**

RMA Global Ltd

**ABN**

69 169 102 523

**Quarter ended ("current quarter")**

31 December 2021

<b>Consolidated statement of cash flows</b>	<b>Current quarter \$A'000</b>	<b>Year to date (6 months) \$A'000</b>
<b>1. Cash flows from operating activities</b>		
1.1 Receipts from customers	3,771	7,584
1.2 Payments for		
(a) research and development	(507)	(1,112)
(b) product manufacturing and operating costs	-	-
(c) advertising and marketing	(772)	(1,865)
(d) leased assets	(88)	(175)
(e) staff costs	(3,254)	(6,643)
(f) administration and corporate costs	(544)	(1,293)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	-	4
1.5 Interest and other costs of finance paid	-	-
1.6 Income taxes paid	-	-
1.7 Government grants and tax incentives	-	-
1.8 Other (provide details if material)	-	-
<b>1.9 Net cash from / (used in) operating activities</b>	<b>(1,394)</b>	<b>(3,500)</b>
<b>2. Cash flows from investing activities</b>		
2.1 Payments to acquire or for:		
(a) entities	-	-
(b) businesses	-	-
(c) property, plant and equipment	(32)	(20)
(d) investments	-	-
(e) intellectual property	-	-
(f) other non-current assets	-	-

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (6 months) \$A'000
2.2	Proceeds from disposal of:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	-	-
	(d) investments	-	-
	(e) intellectual property	-	-
	(f) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	-	-
<b>2.6</b>	<b>Net cash from / (used in) investing activities</b>	<b>(32)</b>	<b>(52)</b>

<b>3.</b>	<b>Cash flows from financing activities</b>		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	-	-
3.2	Proceeds from issue of convertible debt securities	-	-
3.3	Proceeds from exercise of options	-	-
3.4	Transaction costs related to issues of equity securities or convertible debt securities	-	-
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	-	-
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9	Other (provide details if material)	-	-
<b>3.10</b>	<b>Net cash from / (used in) financing activities</b>	<b>-</b>	<b>-</b>

<b>4.</b>	<b>Net increase / (decrease) in cash and cash equivalents for the period</b>		
4.1	Cash and cash equivalents at beginning of period	8,581	10,700
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(1,394)	(3,500)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	(32)	(52)

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (6 months) \$A'000
4.4	Net cash from / (used in) financing activities (item 3.10 above)	-	-
4.5	Effect of movement in exchange rates on cash held	(7)	-
4.6	<b>Cash and cash equivalents at end of period</b>	<b>7,148</b>	<b>7,148</b>

5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter \$A'000	Previous quarter \$A'000
5.1	Bank balances	7,148	8,581
5.2	Call deposits	-	-
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
5.5	<b>Cash and cash equivalents at end of quarter (should equal item 4.6 above)</b>	<b>7,148</b>	<b>8,581</b>

6.	Payments to related parties of the entity and their associates	Current quarter \$A'000
6.1	Aggregate amount of payments to related parties and their associates included in item 1	(213)
6.2	Aggregate amount of payments to related parties and their associates included in item 2	
<i>Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments.</i>		



<b>7. Financing facilities</b> <i>Note: the term "facility" includes all forms of financing arrangements available to the entity.</i> <i>Add notes as necessary for an understanding of the sources of finance available to the entity.</i>	<b>Total facility amount at quarter end \$A'000</b>	<b>Amount drawn at quarter end \$A'000</b>
7.1 Loan facilities	N/A	N/A
7.2 Credit standby arrangements	N/A	N/A
7.3 Other (please specify)	N/A	N/A
7.4 <b>Total financing facilities</b>	N/A	N/A
7.5 <b>Unused financing facilities available at quarter end</b>		N/A
7.6 Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.		

<b>8. Estimated cash available for future operating activities</b>	<b>\$A'000</b>
8.1 Net cash from / (used in) operating activities (item 1.9)	(1,394)
8.2 Cash and cash equivalents at quarter end (item 4.6)	7,148
8.3 Unused finance facilities available at quarter end (item 7.5)	-
8.4 Total available funding (item 8.2 + item 8.3)	7,148
8.5 <b>Estimated quarters of funding available (item 8.4 divided by item 8.1)</b>	5.1
<i>Note: if the entity has reported positive net operating cash flows in item 1.9, answer item 8.5 as "N/A". Otherwise, a figure for the estimated quarters of funding available must be included in item 8.5.</i>	
8.6 If item 8.5 is less than 2 quarters, please provide answers to the following questions:	
8.6.1 Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?	
Answer: N/A	
8.6.2 Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?	
Answer: N/A	
8.6.3 Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?	
Answer: N/A	
<i>Note: where item 8.5 is less than 2 quarters, all of questions 8.6.1, 8.6.2 and 8.6.3 above must be answered.</i>	

## Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Date: 28/01/2022

Authorised by: the Board  
(Name of body or officer authorising release – see note 4)

## Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [name of board committee – eg Audit and Risk Committee]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.