

**ASX Announcement**

5 July 2016

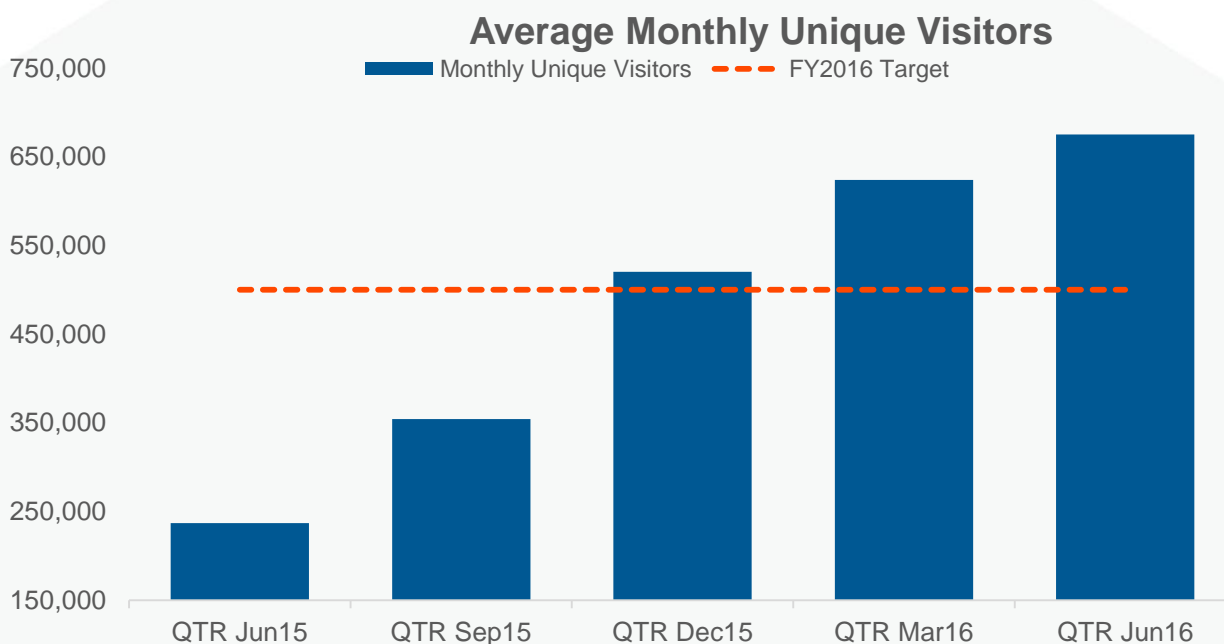
**RENT.COM.AU LIMITED OPERATIONS UPDATE**  
**RNT ACHIEVES RECORD RENTAL HOME LISTINGS NATIONALLY**

Rent.com.au Limited (ASX: **RNT**) ("**RENT**" or "**the Company**"), Australia's Number 1 website dedicated to rental property, continued its rapid growth in agent and landlord registrations during June, resulting in significant growth of its content on the site.

RENT Managing Director, Mark Woschnak, said the Company continued in its focus for a strong run of listings growth in June 2016 with a record number of listings nationally ahead of the launch of its offline marketing campaign. Mr Woschnak also reported that there had been 651,419 unique visitors ("**UV's**") to [www.rent.com.au](http://www.rent.com.au) in the month of June. While in absolute terms this was down on May's UV result, the site had actually improved in two key areas: 1) The Nielsen Company, one of the leading global information and measurement companies, reported RENT moved up to number six in traffic ranking overall during June, and 2) RENT jumped to the second highest 'time on site' position within the Australian portal industry.

**Key Statistics:**

- Record number of property ads on the site – approximately 90% of agent market;
- 651,419 unique visitors ("**UV's**") to the site in June 2016;
- RENT's ranking improves in two key metrics in The Nielsen Company's June 2016 Report;
- Strong growth in key user engagement metrics; and
- Fourth consecutive month of strong growth in real estate agent registrations, up from about 75%, with more than 8,400 registered.



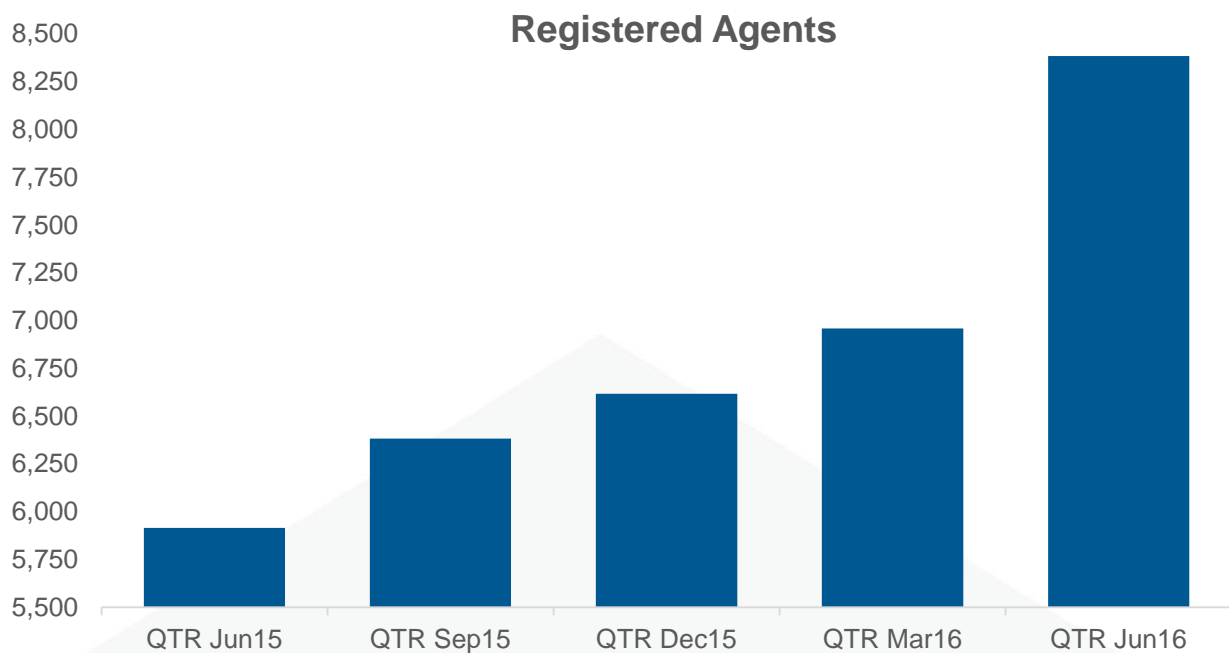
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The Company has continued to deliver on its core objectives for 2016, as outlined at the time of listing on the ASX in 2015, including:

- 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.

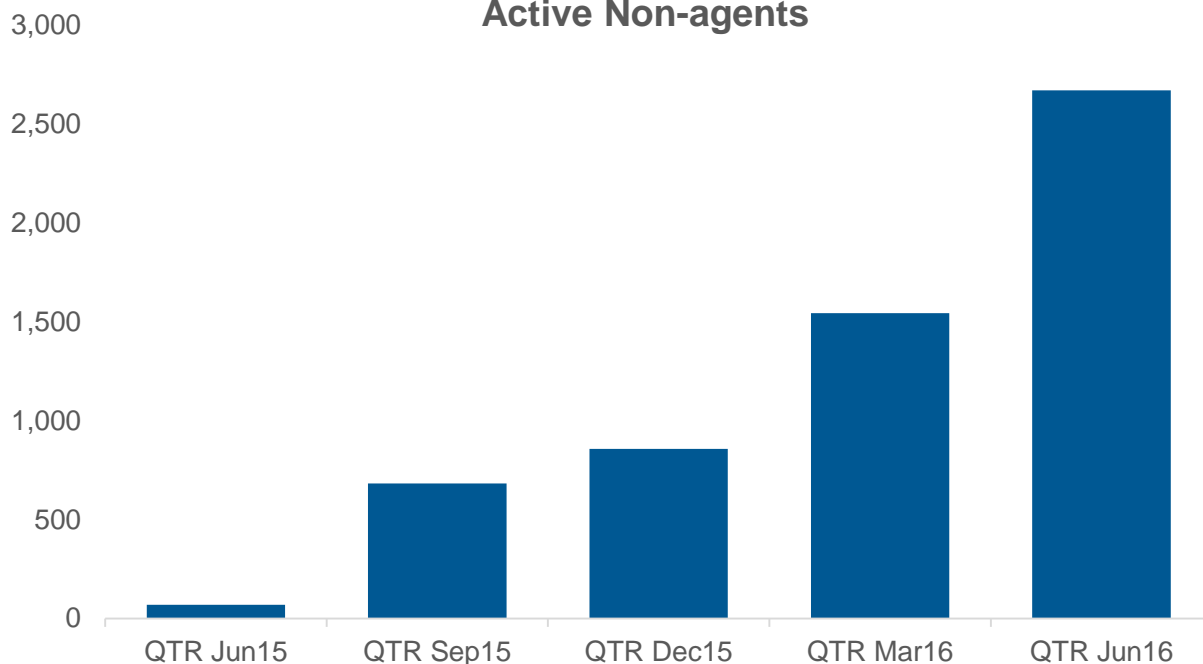
### Growth in Listings Content and Roll Out of National Sales Team

“Following the surge in new agent and landlord registrations over recent months, we now have approximately 90% of all real estate agent rental property listings and a record number of private landlord listings,” Mr Woschnak said.



“We’ve had 2,105 real estate agents who registered with [www.rent.com.au](http://www.rent.com.au) since the start of March, including 450 in June, and more importantly, the rental property listings from these real estate agents are now been loaded to our site automatically through integrations we have set up through about 60 different software providers. This means that almost any agent wishing to access the large and unique renter audience available to them by listing on [www.rent.com.au](http://www.rent.com.au), can simply select us from their property management software and the data feed will be automated for them.”

## Active Non-agents



### User Experience and Marketing Campaign

The Company has completed its user experience redesign ready for its consumer targeted launch. This redesign builds on an already good experience to make it easier for renters to find their next rental property or to purchase from our range of products and services designed to make the renting process easier. The results of these changes are expected to be further increased renter retention and brand loyalty, accompanied by greater levels of enquiry and product uptake.

Changes previously implemented, along with the wider range of rental properties available on the site has lifted the volume of enquiries in June to an all-time high and AC Nielsen's June 2016 Market Intelligence Report shows users are spending more time on [www.rent.com.au](http://www.rent.com.au) than almost any other property website in the country, even though typically "for sale" focused sites tend to have longer average browsing times.

### Average Time on Site - Leading Property Sites



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).

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