



**ASX Announcement
9 October 2024**

REA Group Ltd 2024 Annual General Meeting

Please see attached the addresses and presentation to be delivered by REA Group's Chairman and CEO at this morning's Annual General Meeting.

-ends-

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The release of this announcement was authorised by Tamara Kayser, Company Secretary.

About REA Group Ltd (www.rea-group.com): REA Group Ltd ACN 068 349 066 (ASX:REA) ("REA Group") is a multinational digital advertising business specialising in property. REA Group operates Australia's leading residential and commercial property websites – realestate.com.au and realcommercial.com.au – as well as the leading website dedicated to share property, Flatmates.com.au and property research website, property.com.au. REA Group owns Mortgage Choice Pty Ltd, an Australian mortgage broking franchise group, PropTrack Pty Ltd, a leading provider of property data services, Campaign Agent Pty Ltd, Australia's leading provider in vendor paid advertising and home preparation finance solutions for the Australian real estate market and Realtair Pty Ltd, a digital platform providing end-to-end technology solutions for the real estate transaction process. In Australia, REA Group holds strategic investments in Simpology Pty Ltd, a leading provider of mortgage application and e-lodgement solutions for the broking and lending industries and Arealytics, a provider of commercial real estate information and technology in Australia. Internationally, REA Group holds a controlling interest in REA India Pte. Ltd. operator of established brands Housing.com and PropTiger.com. REA Group also holds a significant minority shareholding in Move, Inc., operator of realtor.com in the US, the PropertyGuru Group, operator of leading property sites in Malaysia, Singapore, Thailand and Vietnam and Easiloan, a technology platform for end-to-end digital processing of home loans in India.

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Introduction – Hamish McLennan

Good morning. I'm Hamish McLennan, Chairman of REA Group Ltd. On behalf of the REA Group Board, I'm delighted to welcome you to our 2024 Annual General Meeting.

Before we commence, I would like to acknowledge the Traditional Owners of Country throughout Australia and recognise the continuing connection to lands, waters and communities. We pay our respect to Aboriginal and Torres Strait Islander cultures; and to Elders past and present.

There is a quorum present, and I declare the meeting open, and the Notice of Meeting is taken as read.

I would now like to cover the meeting procedures that we will be using today.

How to vote online

Voting will be conducted by poll. Shareholders had the option of casting their vote before the meeting or appointing a proxy to do so on their behalf. If you haven't done so, you can vote online as shown on the slide now being displayed and as explained in further detail in the Online Meeting Guide that accompanied the Notice of Meeting. You can do so at any time during the meeting as the poll is now open for voting. Voting will close shortly after the end of the meeting.

How to ask written questions

To help with the smooth running of the meeting, we invite shareholders and proxy holders to submit your online questions and comments now. Further details on how to ask questions or make a comment online are contained in the Online Meeting Guide.

If you encounter any technical issues with the platform at any time during the meeting, please contact the share registry's online AGM support team on 1800 990 363.

In the unlikely event that technical issues prevent the meeting from proceeding as planned, REA will make announcements via the ASX and our website.

As set out in the Notice of Meeting, only shareholders and proxy holders are entitled to vote on the resolutions, ask questions or make comments. I will allow a reasonable opportunity to address questions and comments as each item of business is considered. Please ensure your question or comment is relevant to an item of business at this meeting or to the management of the company.

Shareholders will also be able to ask questions of the Company's auditor. Questions relating to customer, consumer or personal shareholder matters won't be put to the meeting. Please observe a two-question limit per item of business and keep questions short and focused to ensure as many shareholders as possible have an opportunity to ask questions.

Where questions are similar, we will aim to acknowledge those who have asked the question, but will provide a single response in order to streamline today's proceedings.

Questions or comments which do not relate to REA will not be acknowledged or addressed during the AGM.

REA Group Board of Directors

Joining me today are my fellow directors Kelly Bayer Rosmarin, Tracey Fellows, Richard Freudenstein, Michael Miller, Jennifer Lambert and Nick Dowling, and our CEO, Owen Wilson. Also in attendance is our CFO, Janelle Hopkins and Company Secretary Tamara Kayser as well as Alison Parker, representing the Company's auditors, Ernst & Young.

Agenda

Turning to our agenda for today's meeting:

- Firstly, I will provide a brief overview of REA's FY24 highlights;
- Owen will then talk to our FY24 operational performance and will share a brief update on current market conditions;
- In accordance with the Notice of Meeting, we will then move into the formalities.

Chairman's address

Before I share detail about the Group's FY24 performance, I wanted to address the recent withdrawal of our possible offer for Rightmove plc. REA's approach to Rightmove's Board was driven by a clear strategic rationale and the opportunity to create a global and diversified digital property company. We strongly believed that the proposed combination would have delivered significant shareholder value for both REA and Rightmove shareholders.

While the outcome was disappointing, it was critical that REA maintain its longstanding, disciplined approach to capital management and mergers and acquisitions. We will not overpay and in this case, the lack of engagement from the Rightmove Board, despite the benefits of our offer, prevented us from having constructive discussions on price and making a firm offer. REA has now drawn a clear line under this transaction and moved on.

Our strong growth pipeline is underpinned by a clear strategy to extend in both our core business and adjacent markets. We are investing in the transformation of the core listings experience and our recent investment in Athena Home Loans continues to build on the momentum in our financial services business. REA India also continues to represent an exciting long-term growth opportunity.

REA has a longstanding track-record of creating value for shareholders and we are confident in the strength of the Group's growth potential.

Turning to focus on FY24. REA Group delivered an exceptional FY24 performance. Under the guidance of Owen, and his Executive Leadership Team, we continued to innovate and expertly execute our clear and consistent strategy, while maximising performance in favourable market conditions.

REA Group delivers exceptional FY24 financial result

The Group's financial highlights from core operations¹ for the full year included 23% revenue² growth to \$1.453 billion, a 27% increase in EBITDA³ excluding associates to \$825 million, and a 24% increase in net profit⁴ to \$461 million.

The Board declared total dividends of \$1.89 per share for FY24. This represents a 20% YoY increase in the Group's dividend per share, reflecting our strong performance, the strength in our balance sheet and our confidence in continued growth.

Consistent revenue and earnings growth have supported 25 years of strong shareholder returns

The chart on this slide demonstrates the significant growth in the Group's revenue and earnings since first listing on the ASX 25 years ago. Over the last quarter of a century our business has proven incredibly resilient delivering consistent growth and strong shareholder returns. An investment of just \$1,000 in REA in 1999 would now be worth more than \$550,000.

Strong growth mindset and consistent strategic investment cement REA's place in the property landscape

Over time, the REA business model has significantly evolved. When the company first listed, it was just one brand, the flagship site realestate.com.au. With a strong growth mindset, and strategic investment in technology, new platforms, adjacencies, talent and marketing – REA has cemented its place as an essential part of the Australian property landscape. The Group has grown to be a digital leader in property, with more than 16 complementary brands and businesses across three continents.

Focused delivery of our strategic priorities further enhanced REA's growth platform throughout the year. The Group continued to invest in new technology to accelerate its strategy and deliver greater value to consumers, customers, brokers and shareholders.

During FY24 the Group acquired two innovative Australian digital businesses. In July 2023 we acquired the remaining stake in property vendor funding solutions business CampaignAgent, after initially taking a minority shareholding in 2021. In June 2024 we acquired the remaining interest in end-to-end property sales platform Realtair, after first investing in the business in 2020.

In recent weeks we were pleased to announce an investment in one of Australia's fastest growing fintechs, Athena Home Loans. On completion, the Group will acquire a 19.9% share in this digital lending business. This reinforces our commitment to providing homebuyers with greater choice and a seamless consumer experience when finding and financing property. The investment is expected to complete before the end of the year.

In August this year, after a competitive process, PropertyGuru entered into a definitive agreement to transfer ownership to affiliates of EQT. EQT's offer of US\$6.70 per share represented a compelling price and on completion of the transaction, REA Group will divest its 17.2% stake in PropertyGuru for US\$189 million. The transaction is expected to close in Q2 or Q3 in FY25.

In closing, I would like to thank REA's dedicated employees, our Executive Leadership Team and my fellow Board members for their commitment to driving REA's continued success. I would also like to thank our valued shareholders for their ongoing support. With the benefits of a strong property market, our team raised the bar to deliver an outstanding FY24 performance. We have entered FY25 with a strong balance sheet, a talented workforce and an innovative pipeline, and REA Group is well-positioned to capitalise on exciting growth opportunities ahead.

I will now invite Owen to talk to our operational performance and provide an update on current market conditions.

CEO's Address – Owen Wilson

Thank you Hamish, and good morning everyone.

REA Group's exceptional FY24 performance reflects our clear and consistent focus on delivering greater value at every stage of the property journey.

The Australian property market strengthened during the year with stabilised interest rates, healthy demand and house price growth supporting strong listing conditions. In this favourable environment, our customers continued to preference our products to maximise their campaigns.

Our Indian business also maintained strong momentum and delivered excellent revenue growth.

Clear and consistent focus on strategic priorities

To deliver on our purpose of *changing the way the world experiences property*, our strategy centres on engaging the largest consumer audience and delivering superior value to our customers, while leveraging our unique data and insights, expanding our core business and building next-generation marketplaces.

On the right side of this slide, you can see our strategic priorities.

I will share FY24 highlights from each of these priorities throughout the remainder of the presentation.

Australia's #1 address in property extends leadership⁵

The scale and deep engagement of our audience sets REA apart. Our flagship site realestate.com.au extended its unique audience lead in FY24⁵, reinforcing our position as Australia's number one address in property⁶.

Our consumers are loyal, and our unique experiences ensure they consistently return to our platforms. Over half of the Australians who visited our site every month used realestate.com.au exclusively⁷, and we achieved 97 million more monthly visits than our nearest competitor⁸. Almost half of all visits are via our app⁹ and our app-first strategy delivered a strong 5.3 times lead in app visits¹⁰.

Personalised consumer experiences and premium products and services drive customer value

Turning to highlights for our consumers and customers.

Our aim is to convert our audience into active members because we know members are 4.8 times more likely to submit an enquiry and result in high value leads for our customers¹⁴. We achieved a pleasing 18% year-on-year increase in our active membership base¹¹.

Our property owner experiences helped drive a 37% YoY increase in seller leads, enhancing the value we deliver to our customers¹².

Housed within our Property Owner Dashboard our realEstimate tool enables consumers to track the estimated value of their home. In FY24, an additional 1 million property owner tracks were achieved¹³,

and we reached the exciting milestone of 1 in 3 Australian properties being tracked by their owner on realestate.com.au¹⁴.

Our goal is to be the first choice in digital property advertising; while also providing agents with the tools and services they need to manage their workflow and increase efficiency.

Our customers continued to prioritise our premium products and services. New value inclusions supported record penetration in our top tier Premiere+ product for residential customers and Elite Plus for our commercial customers.

In October we launched our new Pro subscription, which is designed to enhance the value we deliver across our agency marketplace and agency services. Pro supports agents to win more listings with premium seller lead products, deeper insights and enhanced agency profiles.

Enhanced AI capabilities power unique products, experiences and services for consumers and customers

As a digital business, innovative technology has always been at the heart of REA. In FY24 we accelerated our investment in emerging technologies and further enhanced our AI capabilities.

Personalisation has been core to our consumer strategy for close to a decade. Our AI-generated personalised homepage experience delivers 7.5 million personalised recommendations to consumers every day¹⁴. This deep personalisation supports Australians at every stage of their property journey.

Over the past 12 months we also introduced a number of AI-powered products to accelerate agent productivity and support listing performance.

Next generation marketplaces

Building next generation marketplaces is a key component of our strategy.

Property.com.au is Australia's most comprehensive property research destination. In FY24 we built on the strong foundations established since re-launching the site in 2022 with new features, tools and the launch of media integrations. Property.com.au's audience continues to strengthen and 1 in 5 buyers now turn to the site to support their decision to purchase a property¹⁵. And we reached over 2 million Australians in August¹⁶.

Our property data business, PropTrack, delivered double digit revenue growth while also powering many of the Group's unique customer and consumer products and solutions. PropTrack's suite of propensity models represent a substantial opportunity for our customers.

In our Financial Services business, our higher margin white label products continued to resonate with borrowers. Mortgage Choice Freedom, powered by Athena, achieved \$1.2 billion in settlements, and our digital offering achieved its first settlements in Q4. As Hamish mentioned, we were excited to announce an investment in Athena Home Loans and we look forward to building on the success of our Mortgage Choice Freedom products.

REA India delivers the best app experience driving audience and customer value

REA India delivered a pleasing result with revenue growth of 31% primarily driven by the core Housing.com business.

Leveraging the rapid growth in mobile penetration in India, we have deliberately chosen to invest in our app which saw our second half app traffic achieve 45% YoY growth¹⁷.

REA India's focus on search engine optimisation and targeted marketing continued to support Housing.com's audience leadership position. The flagship site achieved an average 19.5 million monthly visits¹⁸, 1.3 times more than the nearest competitor¹⁹.

Committed to a sustainable future

We continue to make progress towards our environmental, social and governance goals, achieving several milestones in FY24.

REA maintained its AA MSCI ESG rating, we were again included in the Australia and Asia Pacific Dow Jones Sustainability Indices (DJSI).

REA was certified carbon neutral by Climate Active for the fourth consecutive year.

In May, we launched our Reflect Reconciliation Action Plan following endorsement from Reconciliation Australia, laying the foundations for future initiatives.

Our people underpin REA's success, and we are committed to fostering a diverse and high-performance culture. This commitment earned the Group a number of workplace recognitions. Both REA Group and REA India were recognised as top employers by Great Place to Work, and REA Group was also named as one of Australia's Best Workplaces in Technology and Best Workplaces for Women.

Market update

Before we move to the formalities of the meeting, I would like to touch on current market conditions.

The Australian property market remains healthy supported by high employment, immigration levels, stable interest rates and strong buyer demand.

Despite lapping very strong comparables, the favourable listing conditions of FY24 have continued into the first quarter. National listings for Q1 were 7% higher than the prior corresponding period, and listings reached their highest volume for the month of September since 2015.

High listing volumes over the last year have predominately been driven by the strength in the Sydney and Melbourne markets. This continued in Q1, with Sydney listings up 11% year-on-year and Melbourne listings up 9%. Smaller capital city markets have also shown strength with higher first quarter listings in Brisbane, Adelaide and Perth.

Despite the increase in the volume of stock available, properties are continuing to sell which indicates demand for housing remains robust. With more stock on the market buyers now have a lot more choice, and this should result in the moderation of house price growth.

In this healthy market, Australians have continued to turn to our leading platform. realestate.com.au reached a record audience for the second consecutive month in August, with over 12 million people visiting the site²⁰. That's almost 5.3 million more people than our nearest competitor, which is the widest audience gap under the Ipsos Iris measurement²⁰.

We will announce our Q1 financial results to the market on the 8th November.

REA Group Executive Leadership Team

I would like to sincerely thank REA's Executive Leadership Team for their contribution throughout the year. We welcomed two new Executive Leaders. In October 2023, our Chief Technology Officer Steve Maidment joined the business and in July 2024, we welcomed our new Chief People and Sustainability Officer, Elisa Nerone.

I would also like to express my thanks to our Board of Directors for your ongoing counsel and support.

Finally, I would like to express my sincere gratitude to REA's passionate people. Their values-led approach and their drive to innovate underpin REA's success, and it is a privilege to lead this business alongside our exceptional Executive Leadership Team.

As we look ahead, we remain focused on delivering value for our customers and the best experiences for our consumers. Our clear strategy, growth mindset and talented team ensure REA Group is strongly positioned for continued success.

I will now hand back to Hamish to continue with the formalities.

Thank you.

¹ Financial results/highlights from core operations exclude significant non-recurring items such as integration costs, impairment expense, net loss on acquisition and divestment related activities, gain or loss on revaluation of financial assets and share of non-core costs in associates. The prior year comparative also excludes restructuring costs.

² Revenue is defined as revenue and other income from property and online advertising, revenue from Financial Services less expenses from franchisee commissions.

³ Earnings before Interest, Tax, Depreciation and Amortisation excluding contribution from associates.

⁴ Net profit after tax from core operations attributable to owners of the parent. Non-controlling interests held 22.0% of shares in REA India Pte. Ltd. and 43.8% of NOVII Pty Ltd as at 30 June 2024 (all shareholdings are on an undiluted basis).

⁵ Ipsos iris Online Audience Measurement Service, Apr 2024 - Jun 2024 (average) and Apr 2023 - Jun 2023 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Realestate.com.au vs Domain, Audience (000's).

⁶ Ipsos iris Online Audience Measurement Service, Jul 2023 - Jun 2024 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Realestate.com.au vs Domain, Audience (000's)

⁷ Ipsos iris Online Audience Measurement Service, Jul 2023 - Jun 2024 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Realestate.com.au vs Domain, Exclusive Audience (000's).

⁸ Ipsos iris Online Audience Measurement Service, Jan 2024 - Jun 2024 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Realestate.com.au vs Domain, Visits (000s).

⁹ Ipsos iris Online Audience Measurement Service, Jul 2023 - Jun 2024 (average), P14+, PC/laptop/smartphone/tablets, text only, Mobile Apps, realestate.com.au mobile app, Visits (000s).

¹⁰ Ipsos iris Online Audience Measurement Service, Jan 2024 - Jun 2024, P14+, PC/laptop/smartphone/tablets, text only, Mobile Apps, realestate.com.au mobile app vs Domain mobile app, Visits (000s).

¹¹ REA internal data, monthly logged-in members, realestate.com.au, Jul 23 - Jun 24 (average) vs. Jul 22 - Jun 23 (average).

¹² REA internal data, Jul 23 - Jun 24 vs. Jul 22 - Jun 23

¹³ REA internal data, Jun 24 vs. Jun 23.

¹⁴ REA internal data, Jun 24.

¹⁵ Property Seeker Report 2024.

¹⁶ Ipsos iris Online Audience Measurement Service, Apr 2023 to Aug 2024, P14+, PC/laptop/smartphone/tablets, text only, Brand Group, property.com.au, Audience (000s).

¹⁷ Google Analytics, average of monthly app traffic, Jan 24 to Jun 24 vs. Jan 23 to Jun 23.

¹⁸ Similarweb, average site visits Jul 23 – Jun 24 - excludes app.

¹⁹ Similarweb, visits for Housing.com vs. nearest competitor Jul 23 – Jun 24 – excludes app.

²⁰ Ipsos iris Online Audience Measurement Service, Aug 2024, P14+, PC/laptop/smartphone/tablets, text only, Brand Group, Homes and Property Category, realestate.com.au vs Domain, Audience (000s). Highest on record for period April 2023 - August 2024.

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Annual General Meeting

9 October 2024 9.00am (AEDT)



Changing the way the world experiences property

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Introduction



Hamish McLennan
Chairman

How to vote online

1

Click on **Get a Voting Card** on the top or bottom of your screen.

2

Enter your Shareholder Number and Post Code or Proxy Number and click **Submit Details And Vote.**

The screenshot shows a 'Voting Card' form with a close button (X) in the top right corner. Below the title, it says 'Please provide your Shareholder or Proxy details'. There are two main sections: 'SHAREHOLDER DETAILS' and 'PROXY DETAILS', separated by an 'OR' button. The 'SHAREHOLDER DETAILS' section has input fields for 'Shareholder Number' and 'Post Code', with a note 'Outside Australia' below them. The 'PROXY DETAILS' section has an input field for 'Proxy Number'. Both sections have an orange 'SUBMIT DETAILS AND VOTE' button at the bottom.

3

Fill out your voting card for each item of business and click **Submit Partial Vote** or **Submit Vote.**

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If you experience any technical difficulties, please call the help line on **+61 1800 990 363**

How to ask written questions

1

Online: Click on **Ask a Question** on the top or bottom of your screen.

2

Online: Select the relevant topic from the drop-down menu and type your question in the space provided. When ready, click on **Submit Question**.

The screenshot shows a web form titled "Ask a Question". At the top, it says "We welcome any questions that you may have and will endeavour to answer all questions during the Meeting. To submit a question, please select what the question pertains to and type your question in the provided area. If you have multiple questions please submit each individually." Below this is a dropdown menu labeled "Regarding" with "Nothing selected" chosen. Underneath is a text input area labeled "Question" with the placeholder "Type your question here...". At the bottom of the form, there are two character counts: "Characters left: 532" and "Characters: 0". A prominent orange button labeled "Submit Question" is at the very bottom.

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If you experience any technical difficulties, please call the help line on **+61 1800 990 363**

REA Group Board of Directors

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Hamish McLennan
Chairman
Non-executive Director



Owen Wilson
Chief Executive Officer
Executive Director



Nick Dowling
Independent
Non-executive Director



Tracey Fellows
Non-executive Director



Richard Freudenstein
Non-executive Director



Jennifer Lambert
Independent
Non-executive Director



Michael Miller
Non-executive Director



Kelly Bayer Rosmarin
Independent
Non-executive Director

Agenda

- 1. Chairman's Address**
- 2. CEO's Address**
- 3. Items of business**
- 4. Q&A**

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Chairman's Address



Hamish McLennan
Chairman

REA Group delivered an exceptional FY24 financial result

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\$1,453m

Revenue^{1,2} **+23%**

\$825m

EBITDA^{1,2,3} **+27%**

\$461m

Net profit
after tax^{1,2} **+24%**

\$303m

Reported net
profit after tax^{2,4} **-15%**

57%

Operating
EBITDA^{1,2,3} margin

\$1.89 **+20%**

Dividend per share,
FY24 full year

\$3.49 **+24%**

Earnings
Per Share^{1,2}

\$204m

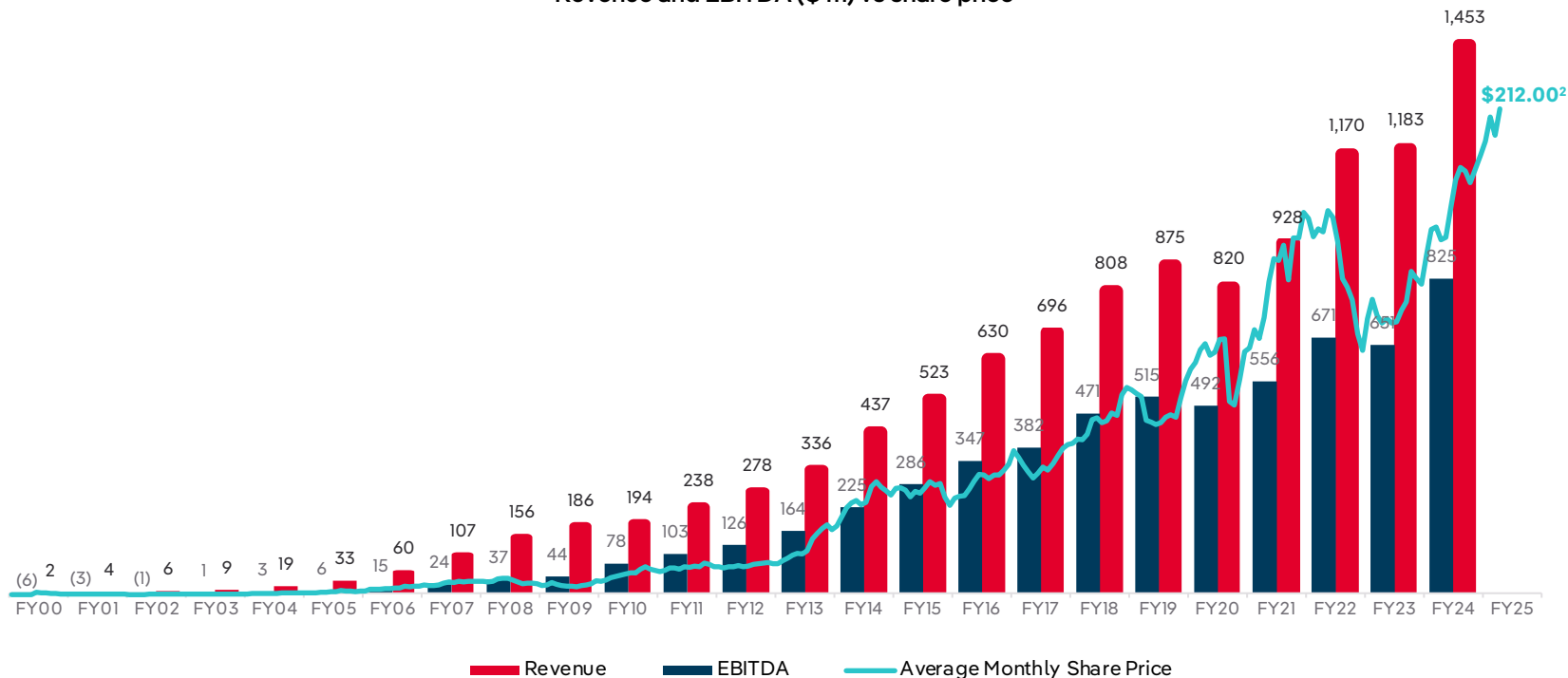
30 June 2024 closing
cash² balance

(1) Financial results from core operations: reported results adjusted for significant non-recurring items. Refer to glossary for definition. (2) Revenue, EBITDA, Net profit after tax, Earnings Per Share, and Cash - refer to glossary for definitions. (3) EBITDA is excluding contributions from associates. (4) Statutory (reported 4E) results.

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Consistent revenue and earnings growth have supported 25 years of strong shareholder returns

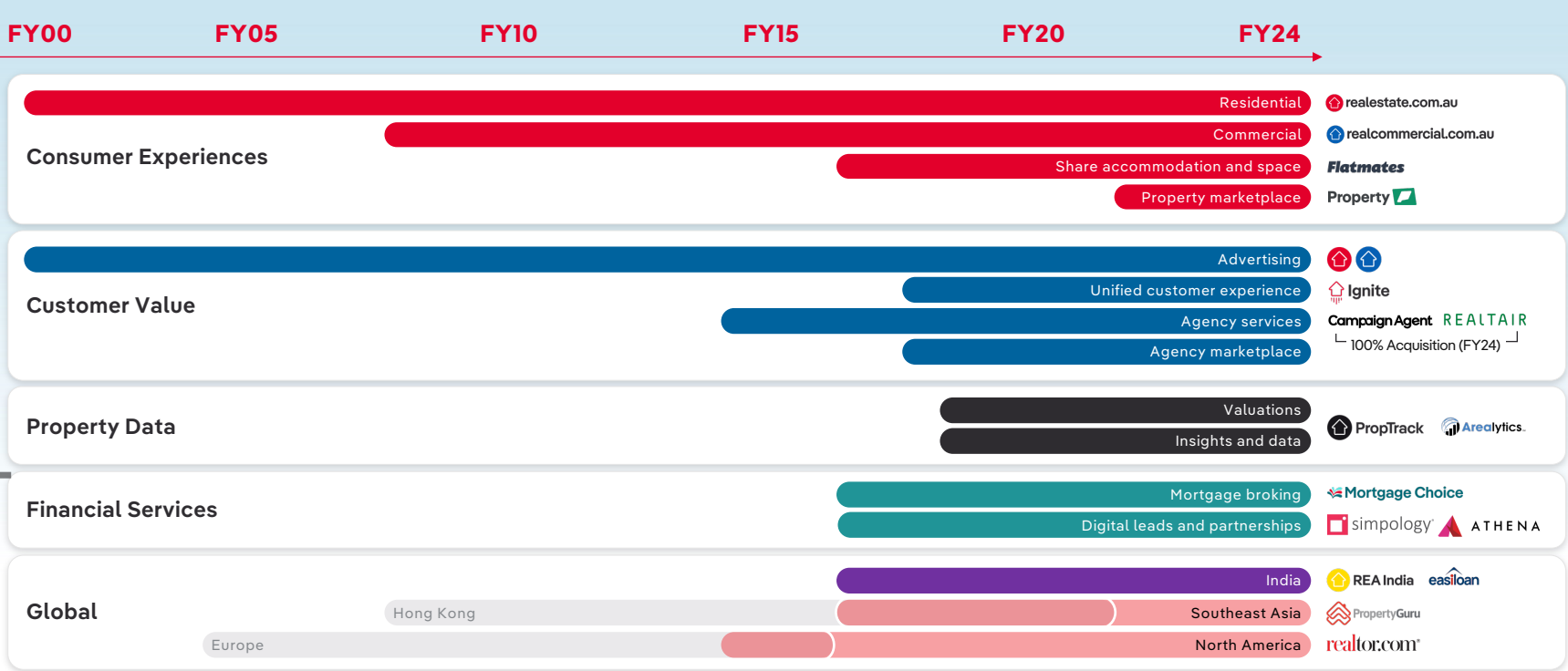
Revenue and EBITDA (\$'m) vs share price¹



(1) Results are from core operations, include discontinued operations and presentation has been adjusted in earlier years for consistency. (2) Share price at 8 October 2024

Strong growth mindset and consistent strategic investment cement REA's place in the property landscape

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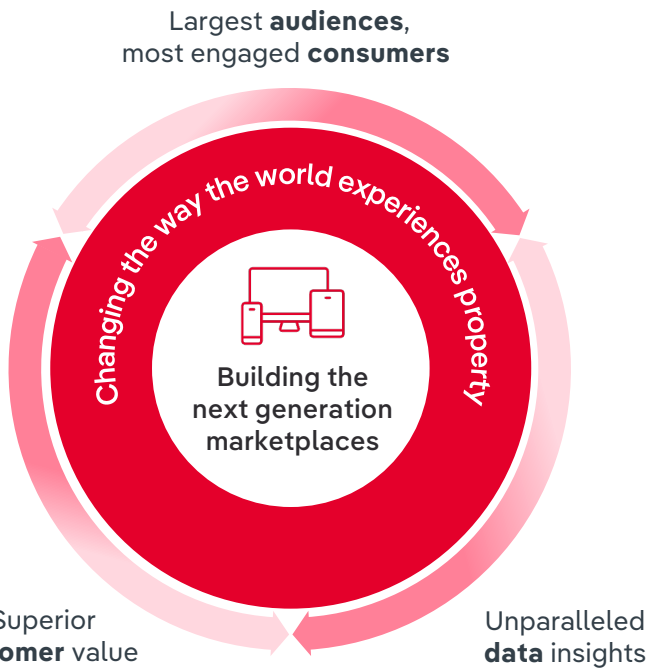
CEO's Address



Owen Wilson
Chief Executive Officer

Clear and consistent focus on strategic priorities

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Audience & Consumer

Engage Australia's largest audience of property seekers, driving more leads to our customers.

Customer Value

Deliver superior value across property advertising, agent marketplace and agency services.

Data & Insights

Build Australia's leading property data, valuations and insights provider and power REA with data.

Financial Services

Be Australia's #1 retail broker business and develop an online home loan marketplace. Provide choice and make it easy for consumers to find and finance property.

Global

Be India's undisputed #1 property portal, demonstrating strong audience & market share growth. Gain exposure to large and growing markets through global investments.

Australia's #1 address in property extends leadership^{1(A)}

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realestate.com.au



10.8m

Average **monthly** realestate.com.au **unique audience** on all platforms^{1(B)}

5.7m exclusive monthly visitors^{1(B)}



127m

Total average **monthly visits** to realestate.com.au on all platforms^{1(C)}

97m more monthly visits compared to nearest competitor in H2^{1(D)}

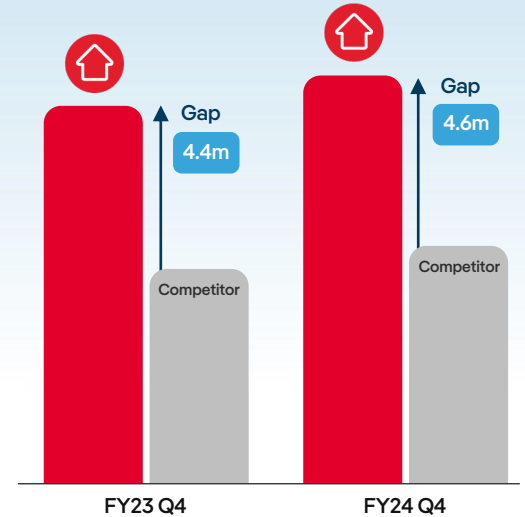


60m

Total average **monthly visits** to realestate.com.au app^{1(E)}

5.3x more monthly app visits compared to nearest competitor in H2^{1(F)}

realestate.com.au extends unique audience lead^{1(A)}



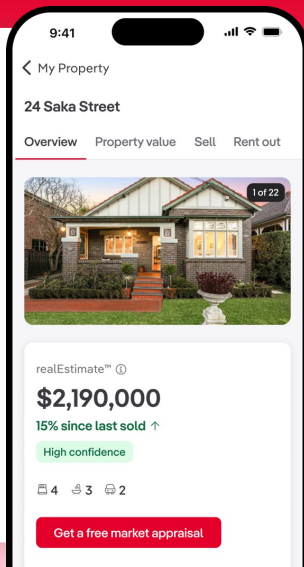
(1) Refer to page titled "Audience metric sources" for sources.

Personalised consumer experiences and premium products and services drive customer value

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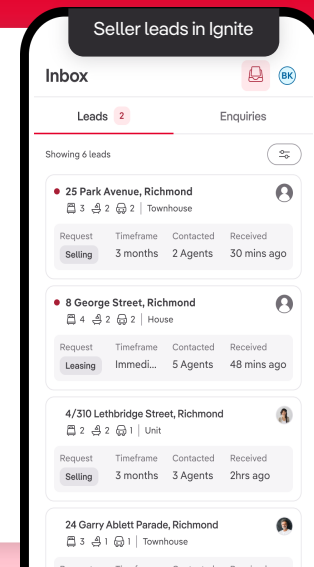
Personalised experiences driving strong consumer engagement

- **1 in 3 Australian properties** tracked by their owner on realestate.com.au¹
- **+1 million property owner** tracks in FY24²
- **18% YoY growth** in active members³
- **46% YoY increase** in inspections added to inspection plans⁴



Premium suite of digital products and services delivering quality customer leads

- **Record penetration** of Premiere+, and Elite Plus commercial customers
- **37% YoY growth** in seller leads⁵
- **32% increase** in customers on Ignite²
- **New Pro subscription** – enhancing the value across agency marketplace and agency services



(1) REA internal data, Jun 24. (2) REA internal data, Jun 24 vs. Jun 23. (3) REA internal data, monthly logged-in members, realestate.com.au, Jul 23 - Jun 24 (average) vs. Jul 22 - Jun 23 (average). (4) Adobe Analytics, Jul 23 - Jun 24 vs Jul 22 - Jun 23. (5) REA internal data, Jul 23 - Jun 24 vs. Jul 22 - Jun 23

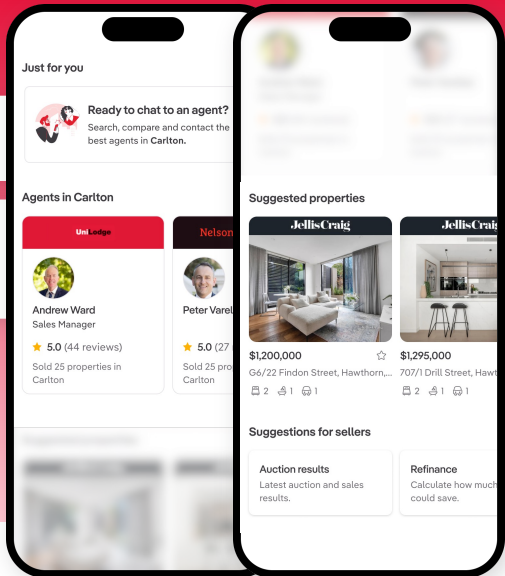
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Enhanced AI capabilities power unique products, experiences and services for consumers and customers

AI-generated realestate.com.au homepage delivers 7.5m personalised recommendations via hundreds of different layout combinations to consumers every day¹

Homepage here

Agent and Broker Carousel

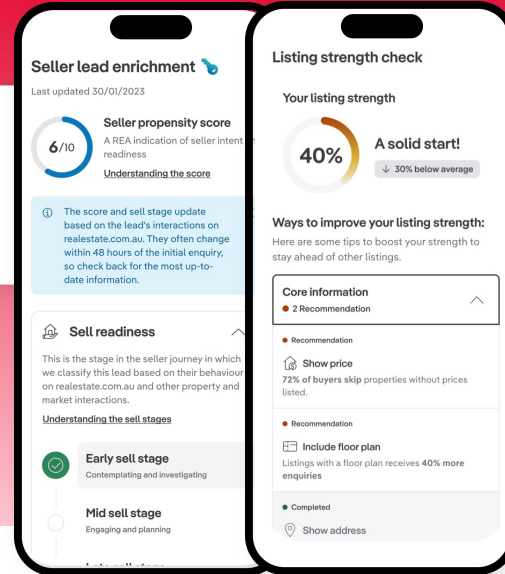


Suggested properties

Next best actions

New AI-led products and services delivering greater customer value – accelerating agent productivity and helping them work smarter

Seller lead enrichment score exclusive to Pro customers



Listing strength check supporting Premiere+ value

(1) REA internal data, Jun 24.

Next generation marketplaces

Property

Property.com.au is Australia's most comprehensive property research destination

- **1 in 5 buyers** turn to the platform to support their decision to purchase a property¹
- **All properties search** launched, unlocking access to more than **10.5m properties**²
- **Media integrations launched**, generating new revenue streams for the platform

PropTrack

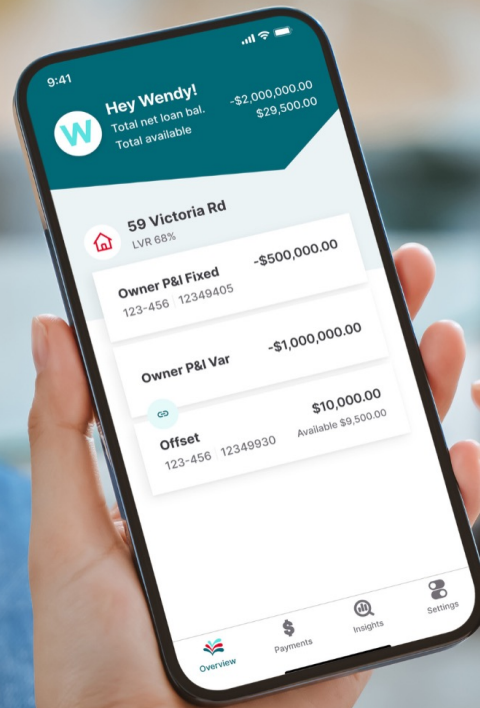
PropTrack delivered double digit revenue growth while powering unique products and solutions

- **77% YoY increase** in high rated propensity model leads supporting Agent and Broker³
- **World-benchmark accuracy performance** maintained for PropTrack's Automated Valuation Model (AVM)
- **New data-led digital valuations solutions** launched to support banking customers

Mortgage Choice part of realestate.com.au

Product innovation and brand investment delivering revenue growth and value to broker network

- **4% YoY increase** in submission volumes in H2 with signs of improving market conditions
- **\$1.2b** Mortgage Choice Freedom settlements achieved⁴
- **Named Aggregator of the Year** by Mortgage Business Online and the Australian Mortgage Awards



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REA India delivers the best app experience driving audience and customer value



31% YoY revenue growth

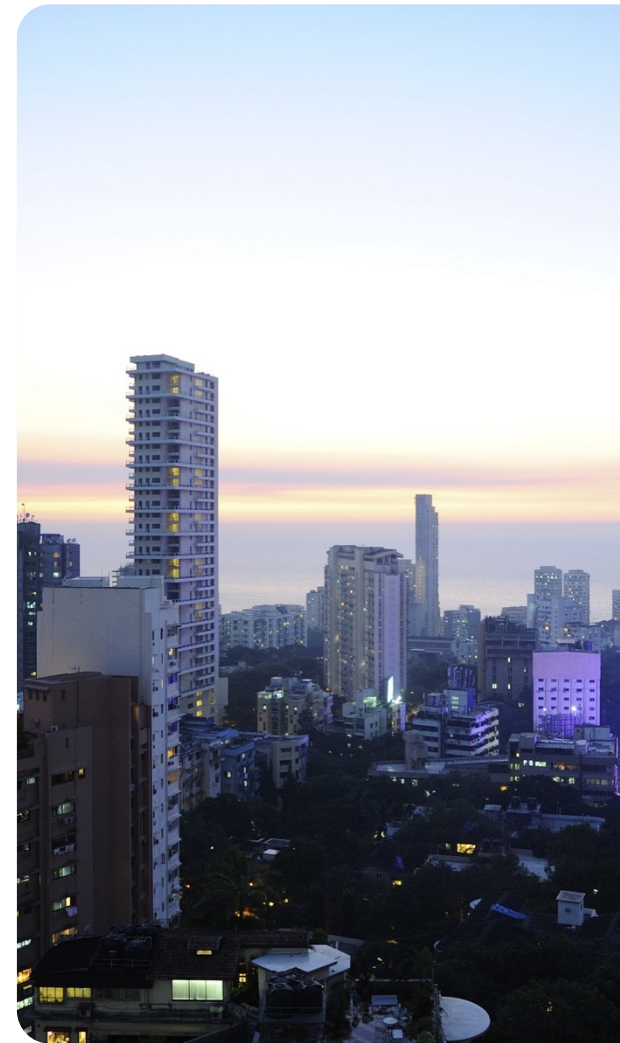
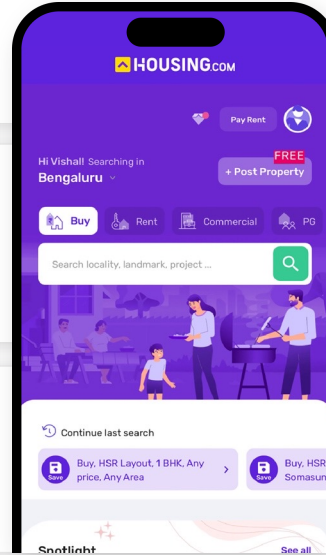
Housing.com core revenue growth drivers included strong performance of customer events, increased depth and increased monetisation of Tier 2 cities

45% YoY growth in app traffic in H2⁽¹⁾

App-first strategy supported an improved consumer experience and accelerated app traffic growth in H2⁽¹⁾

19.5m average monthly visits to Housing.com⁽¹⁾

Audience leadership maintained with continued focus on enhancing the mobile experience and targeted marketing



Committed to a sustainable future

ESG FY24 ratings and recognitions

MSCI
ESG RATINGS



Maintained AA MSCI rating for the third consecutive year

CCC B BB BBB A AA AAA

Member of
Dow Jones Sustainability Indices
Powered by the S&P Global CSA

Inclusion in the both the Australian and Asia Pacific Dow Jones Sustainability Indices



FTSE4Good

Included as a constituent company in the FTSE4Good Index for the fourth consecutive year

Progress towards ESG goals



- Certified carbon neutral through Climate Active for the fourth consecutive year
- 19% YoY increase in carbon emissions primarily driven by additional travel required to support global investments¹



- Launched Reflect Reconciliation Action Plan in May, endorsed by Reconciliation Australia
- \$400,000 raised for community partners through Ready24 customer event²
- Achieved 88% employee engagement in Australia



- Accelerated program of work centred on systems security health and introduced secure password-less logins for customers
- Initiated an assessment of climate related risks and opportunities for REA India



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Market update



Changing the way the world experiences property

REA Group Executive Leadership Team

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Owen Wilson
Chief Executive Officer



Janelle Hopkins
Chief Financial Officer



Melina Cruickshank
Chief Product and
Audience Officer



Anthony Waldron
Chief Executive Officer
Financial Services



Tamara Kayser
Chief Legal Officer and
Company Secretary



Kul Singh
Chief Customer Officer



Steve Maidment
Chief Technology Officer



Elisa Nerone
Chief People and
Sustainability Officer



Dhruv Agarwala
Chief Executive Officer
REA India

Glossary

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Cash	Cash includes cash and cash equivalents
EBITDA	Earnings before Interest, Tax, Depreciation and Amortisation excluding contribution from associates.
Earnings per share	Basic earnings per share attributable to the ordinary equity holders of the company.
Financial results from core operations	Reported results adjusted for significant non-recurring items such as integration costs, impairment expense, net loss on acquisition and divestment related activities, gain or loss on revaluation of financial assets and share of non-core costs in associates. The prior year comparative also excludes restructuring costs.
Net debt	Calculated as the carrying value of interest-bearing loans and borrowings (excluding lease liabilities and debt issuance costs) less cash and cash equivalents
Revenue	Revenue is defined as revenue and other income from property and online advertising and revenue from Financial Services less expenses from franchisee commissions
Net profit after tax	Net profit attributable to owners of parent

Audience metric sources

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A	Ipsos iris Online Audience Measurement Service, Apr 2024 - Jun 2024 (average) and Apr 2023 - Jun 2023 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Realestate.com.au vs Domain, Audience (000's).
B	Ipsos iris Online Audience Measurement Service, Jul 2023 - Jun 2024 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Realestate.com.au vs Domain, Audience (000's) and Exclusive Audience (000's).
C	Ipsos iris Online Audience Measurement Service, Jul 2023 - Jun 2024 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Realestate.com.au vs Domain, Visits (000s).
D	Ipsos iris Online Audience Measurement Service, Jan 2024 - Jun 2024 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Realestate.com.au vs Domain, Visits (000s).
E	Ipsos iris Online Audience Measurement Service, Jul 2023 - Jun 2024 (average), P14+, PC/laptop/smartphone/tablets, text only, Mobile Apps, Realestate.com.au vs Domain, Monthly Visits (000s).
F	Ipsos iris Online Audience Measurement Service, Jan 2024 - Jun 2024 (average), P14+, PC/laptop/smartphone/tablets, text only, Mobile Apps, Realestate.com.au mobile app vs Domain mobile app, Monthly Visits (000s).
G	Google Analytics, average of monthly app traffic, Jan 24 to Jun 24 vs. Jan 23 to Jun 23.
H	Google Analytics, average of monthly app traffic, Jan 24 to Jun 24 vs. Jul 23 to Dec 23.
I	Similarweb, average site visits Jul 23 - Jun 24 - excludes app.

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