



**ASX Announcement
18 August 2025**

Cameron McIntyre appointed Chief Executive Officer of REA Group Ltd

The Board of REA Group Ltd (ASX:REA) is pleased to announce the appointment of Cameron McIntyre as Chief Executive Officer (CEO) of REA Group with effect from 3 November 2025. Mr McIntyre will succeed Owen Wilson who, as announced in February this year, has chosen to retire from full time executive roles.

Mr McIntyre is a highly regarded leader with an exceptional track record of delivery in digital marketplace businesses across domestic and international markets. He has been Managing Director and CEO of CAR Group Limited for the last nine years, during which time the group has seen significant expansion, growing to become over six times larger while delivering excellent shareholder returns.

REA Group Chairman, Hamish McLennan said: "We are delighted to announce Cam's appointment, following a comprehensive global search. His proven calibre and unique experience, including a deep understanding of, and success in, a business that has much in common with REA, make him the ideal person to build on REA's strong momentum and lead its next phase of growth.

"Having led the growth and transformation of CAR Group's business, Cam has a wealth of experience in successfully leading a thriving global digital business. He has consistently executed strategies that enhance value for customers while breaking new ground to improve the consumer journey. His track record of driving high performance and his commitment to leading the growth and development of teams also demonstrate a clear alignment with REA's values."

Mr McIntyre said: "I'm thrilled to be joining REA Group. This is an inspiring and iconic business that I've long admired and whose products I've observed and used extensively for many years. REA has outstanding market leading brands, a talented team, an incredible culture and a lot of growth potential.

"Its culture of innovation and investment is renowned and I'm looking forward to working with the Board and the team to continue delivering growing value for REA's customers, frictionless and engaging experiences that enhance the property experience for consumers, and excellent outcomes for shareholders."

Mr Wilson has been with REA for almost 11 years, including over six years as CEO. He will continue in his role as CEO until 31 October 2025 to ensure a smooth transition. After finishing as CEO, we are pleased to announce that Mr Wilson will commence in the role of Chair of REA India Pte. Ltd.

Mr McLennan recognised the contribution that Mr Wilson has made in his time at REA: "Since announcing in February his intention to retire, Owen has continued to lead REA with enthusiasm and dedication. We are extremely grateful to Owen for his commitment to REA and the significant impact he has had in his leadership, first as CFO and then as CEO. During Owen's time at REA, the Company has achieved considerable growth and transformed from an Australian property listing business to an international, diversified business, and the renowned culture of REA has gone from strength to strength."



REA Group

A biography for Mr McIntyre is set out in Attachment 1. Material terms of his appointment are set out in Attachment 2.

Mr Wilson will be remunerated according to the terms previously detailed in the Company's remuneration reporting until ceasing in his role, except that he will receive a pro-rated entitlement to participate in the Company's FY26 STI arrangements (based on period served, performance tested and paid in cash) and a \$150,000 payment in lieu of participating in the Company's FY26-28 LTI arrangements (deferred for 6 months).

Recognising the transition arrangements planned and succession process already undertaken, Mr Wilson will not receive payments in lieu of any remaining notice period, but he will receive a payment equivalent to 9 months' fixed remuneration in return for agreeing an extended 24 month restraint period (half will be paid on leaving his role and half will be deferred for 6 months). He will be remunerated under separate arrangements for acting as Chair of REA India Pte. Ltd with an annual fee of \$150,000.

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The release of this announcement was authorised by the Board.

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 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, Arealytics, a provider of commercial real estate information and technology in Australia and Athena Home Loans, a leading digital non-bank lender and one of Australia's fastest growing fintechs. 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 20% shareholding in Move, Inc., operator of realtor.com in the US and Easiloan, a technology platform for end-to-end digital processing of home loans in India.

ATTACHMENT 1

Biography – Cameron McIntyre

Mr McIntyre was Managing Director and CEO at CAR Group Limited, owner of carsales, for nine years until 15 August 2025. He joined the company in 2007 as Chief Financial Officer, and then became Chief Operating Officer in 2014, spending a total of 18 years at CAR Group.

Before joining CAR Group, Mr McIntyre held various finance roles including as Finance Director of Sensis. Mr McIntyre has over 30 years of finance and operational experience in digital technology, advertising and manufacturing organisations.

He holds a degree in Economics from La Trobe University in Melbourne, is a graduate of the General Management Program at Harvard Business School and is a Fellow Certified Practising Accountant (FCPA).

ATTACHMENT 2

Summary of the material terms of Mr McIntyre's appointment.

Position	Chief Executive Officer
Commencement date	3 November 2025
Term	No fixed term. Ongoing until terminated by either party in accordance with the Employment Agreement (see 'termination of employment' below).
Fixed Annual Remuneration (FAR)	\$2,000,000 per annum (inclusive of superannuation), reviewed annually with the first review in July 2026.
FY26 Short Term Incentive (STI)	<p>For FY26, target STI opportunity of 85% of FAR and a potential maximum STI opportunity of 140% of FAR, subject to achievement of relevant performance conditions as determined by the Board. FY26 STI award will be pro-rated from commencement date. STI participation and amount to be reviewed annually.</p> <p>Any FY26 STI award will be delivered 70% in cash and 30% deferred into REA restricted shares, half of which will vest after one year and half of which will vest after two years.</p>
FY26-28 Long Term Incentive (LTI)	<p>For FY26-28 LTI, maximum LTI opportunity of 148% of FAR, subject to achievement of relevant performance conditions as determined by the Board and subject to shareholder approval.</p> <p>Further details on the proposed LTI grant and performance measures will be set out in REA's 2025 Notice of Annual General Meeting.</p>
Sign-on payments	<p>In consideration of the fact that Mr McIntyre will forego existing incentive rights that he may otherwise have been entitled to with his previous employer, Mr McIntyre will receive a sign-on award, to a maximum value of \$1,450,000. This comprises:</p> <ul style="list-style-type: none">• a \$550,000 cash payment, to be paid in August 2026; and• a grant of 3,813 performance rights under the Plan Rules (valued at \$900,000, calculated by reference to the VWAP of REA shares traded on the ASX over the first 20 trading days of FY26). These rights will be eligible to vest into REA Group shares in two equal tranches in around August 2026 and August 2027, and each tranche will vest to the same extent and at the same time as the REA Group LTI 2026 and LTI 2027 plans respectively vest.
Termination of employment	Either party may terminate the Employment Agreement by giving nine months' notice. REA may make a payment in lieu of notice. The Company may also terminate employment without notice in certain circumstances including serious misconduct.
Other	The remainder of Mr McIntyre's employment terms are customary, including a 12 month non-compete and non-solicitation clause.