

ASX Announcement

26th February 2026

Strategic Pivot Yields Partnership with RE/MAX to Deliver Local Expert Marketing to 75,000 North American Agents

RMA Global Limited (ASX: RMY), recently rebranded as Renowned (“the Company” or “Renowned”) is pleased to announce a multi-year strategic partnership with RE/MAX, one of the world’s leading franchisors of real estate brokerage services.

Under the agreement, Renowned will provide its suite of Local Expert Marketing services to approximately 75,000 agents across the US and Canada. By integrating into the RE/MAX architecture, Renowned will automate agent and team reviews, and syndicate them across RE/MAX and RateMyAgent websites.

Empowering Agents through Automation and AI

The partnership allows RE/MAX agents to seamlessly build and promote their professional reputations by:

- **Automated Review Collection:** Verified testimonials are gathered and pushed out to the market automatically.
- **Enhanced Discoverability:** Leveraging Search Engine Marketing (SEM) and AI-driven tools to ensure agents rank higher in local searches.
- **Scalable Marketing Tiers:** Agents and teams can upgrade to premium services, including dynamic local market updates and expanded distribution channels.

Strategic Growth and Market Positioning

For Renowned, this deal represents a material win for its brokerage-first growth strategy. By onboarding an entire network at once, the Company establishes a massive building block and leaves it free to upsell premium services to individual agents.

Jim Crisera, CEO of Renowned, added: “By integrating the entire RE/MAX network, we aren’t just providing a tool; we are strengthening their brand’s market positioning. This relationship provides immediate direct revenue and a significant platform expansion that creates long-term upsell opportunities for our enhanced local expert marketing capabilities to individual agents under the RE/MAX banner.”

David Williams, Chairman of Renowned said, “In Australia we built a successful business signing agents one by one. In the US, we have flipped that strategy by signing brokerages on wholesale deals and leaving open the ability to sign agents individually with premium upgrades. It is exciting that RE/MAX 75,000 agents eclipse the total number of agents in Australia.” We will have more to say on the financial implication of this on the webinar this morning.

Authorised for release by the Chairman of RMA Global Limited.

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