

ASX Announcement

1st April 2026

The Track Ahead for Penetrating US

After the recent ASX announcement regarding the collaboration with RE/MAX in the US and Canada and their 75,000 agents, we stepped through the deal in a subsequent webinar - https://youtu.be/kCpNTrwG4VE?si=Zs_qASUexW_RSQgf

Since the webinar, investors have asked for more information on:

1. The pipeline for signing other US brokerage firms; and
2. The plan to sign individual agents under each brokerage umbrella.

We now have input from our US team on these issues.

Pipeline of Brokerage Networks

The RE/MAX agreement provides a base package of services to RE/MAX itself. David Williams, chairman of RMA said, “I look at RE/MAX and other agreements we are negotiating as wholesale deals providing marketing support for each group as a whole. While that is interesting, the upside for us comes from offering our upsell service to all the agents with RE/MAX support and encouragement.”

Their 75,000 agents are circa twice the total active agents in Australia, so the prize is potentially very big.

RE/MAX is our first signing, but we have active discussions on going with several other major brokerage networks in the US. Most of these brokerages are smaller than RE/MAX, typically with approximately 10,000 to 20,000 agents. However, one brokerage is larger than the RE/MAX network and has over 100,000 agents.

“Timing on when we will sign more agreements is difficult to predict. However, I am hopeful that we will sign another one or two before 30th June.” Williams said.

Track to Signing Individual Agents

Signing wholesale brokerage deals like RE/MAX is a leading indicator of being able to sign individual agents and teams in the same brokerage. Across our brokerage discussions, the structure we propose is broadly similar. The brokerage enters into an enterprise agreement that provides a base product to them to their whole business. RateMyAgent then has the ability to upsell enhanced functionality and product directly to individual agents.

The enhanced functionality is designed to put the agent in front of the market and be top of mind as an expert in the area.

Once the wholesale product for (say) RE/MAX is live, we work with them on a coordinated co-marketing program to promote the expanded functionality of the platform and encourage their agents to buy individual or team subscriptions with enhanced functionality. Under the brokerage agreements we will typically receive a feed of each of the brokerage's agents.

Mr. Williams said, "We have previously commented to the ASX on the size of the cashflow prize if US agents sign and pay at the same rate as Australian agents. This is a very big number, so we are excited by our early success."

In all cases the brokerage has incentives aligned with our success in upselling additional product to agents and teams in their network which then feed into the brokerage's own marketing and positioning.

"CY26 will be consumed with closing additional brokerage deals and then upselling individual agents and teams." Mr. Williams said.

This release was authorized by the Chairman, Mr. David Williams.

Further information:

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