



ASX Announcement
23 October 2026

Investor Day Presentation

REA Group Ltd (ASX:REA) will be holding an Investor Day in Sydney today, commencing at 9.30am (AEDT). Attached are the Investor Day presentation materials.

A replay of the presentation will be available shortly after the event's conclusion, on REA's [Investor Centre website](#).

-ends-

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The release of this announcement was authorised by the Disclosure Committee.

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. REA Group also holds a controlling interest in Simplicity Loans & Advisory, a boutique brokerage with a team of finance specialists focused on commercial lending. 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 Planitar Inc., the maker of iGUIDE, a leading 3D tour and interactive floor plan technology headquartered in Canada. REA Group also holds a 20% shareholding in Move, Inc., operator of realtor.com in the US.



Investor Day 2026



REAGroup

Disclaimer



This presentation has been prepared by REA Group Ltd ABN 54 068 349 066 (“REA”) and contains general information about REA and its subsidiaries (“REA Group”) and its activities as at the date of this presentation. This information is in summary form only and does not purport to be comprehensive or complete. It contains information that has been derived from publicly available sources that has not been independently verified. This presentation should be read in conjunction with REA’s other periodic corporate and financial reports and continuous disclosure announcements filed with the Australian Securities Exchange (ASX), available at www.asx.com.au.

No representation, warranty or other assurance is made as to the accuracy, completeness or reliability of the information. To the maximum extent permitted by law, no entity in the REA Group or any of their directors, officers, employees, agents, contractors, consultants or advisers accepts liability for any loss or damage arising from the use of this presentation or its contents or otherwise arising in connection with it including, without limitation, any liability from fault or negligence on the part of REA Group or its directors, employees, contractors or agents.

Nothing in this presentation should be construed as either an offer or a solicitation of an offer to purchase or sell REA securities, or be treated or relied on as advice or a recommendation to investors or potential investors in relation to holding, purchasing or selling REA securities.

Non-IFRS Financial Information

This presentation includes results on a reported basis under International Financial Reporting Standards (IFRS) as well as also including non-IFRS measures including those prepared, and labelled as being, on a “core” basis. Core operations are defined as the reported results adjusted for significant non-recurring items such as M&A related activity (including gains/(losses), transaction and integration costs), impairment reversal/(expense), revaluation of financial assets, restructuring costs, release of historic tax provisions, and share of associate non-core costs.

Non-IFRS measures are used by management and aim to give meaningful insight into business performance. Non-IFRS measures have not been audited.

“Continuing operations” basis is as defined at 30 June 2026, and excludes the previous India, Asia and Europe segments. Refer also to REA Group’s Appendix 4E and Financial Statements for the year ended 30 June 2026 for information that is presented in accordance with all relevant accounting standards.

Forward-looking statements

This presentation contains forward-looking statements in relation to REA Group, including statements regarding REA Group’s intent, belief, goals, objectives, initiatives, commitments or current expectations with respect to REA Group’s businesses and operations, market conditions, results of operations and financial condition, funding requirements and risk management practices. Forward-looking statements can generally be identified by the use of words such as “forecast”, “estimate”, “plan”, “will”, “anticipate”, “may”, “believe”, “should”, “expect”, “project”, “intend”, “outlook”, “target”, “assume” and “guidance” and other similar expressions.

Forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of REA Group. Actual results or performance may vary from those expressed in, or implied by, any forward-looking statements. Accordingly, no representation, warranty or other assurance is given as to the fairness, accuracy, completeness, likelihood of achievement or reasonableness of forward-looking statements or related assumptions contained in this presentation.

Readers are cautioned not to place undue reliance on forward-looking statements, which speak only as at the date of the presentation. Except as required by applicable laws or regulations, REA does not undertake any obligation to publicly update or revise any of the forward-looking statements or to advise of any change in assumptions on which any such statement is based.

Today's Agenda



9:30am	Welcome	Alice Bennett
9:35am	Strategy & Investor Proposition	Cameron McIntyre
9:50am	Our Edge	Jane Cohen, Jonathan Swift
10:05am	Consumer	Jonathan Swift, Tim Bradley
10:20am	Residential	Jonathan Cameron
10:35am	Q&A Session #1	
Break		
11:15am	New Homes	Jarrold Scott
11:25am	Commercial	Kris Matthews
11:35am	Financial Services	Anthony Waldron
11:45am	Global Businesses	Cameron McIntyre, Eamonn Fallon
11:55am	People & Technology	Steve Maidment, Elisa Nerone
12:05pm	Finance	Andrew Cramer
12:15pm	Q&A Session #2	
Lunch		

Strategy & Investor Proposition



Cameron McIntyre

Chief Executive Officer



The team leading our **next move**



Cameron McIntyre
Chief Executive Officer



Andrew Cramer
Chief Financial Officer



Katrina Konstas
Chief Commercial & Marketing
Officer



Jonathan Swift
Chief Product Officer



Steve Maidment
Chief Technology Officer



Jane Cohen
Chief Strategy Officer



Anthony Waldron
CEO Financial Services



Elisa Nerone
Chief People & Sustainability
Officer



Tamara Kayser
Chief Legal Officer &
Company Secretary

Key shifts at REA

- 1 Refreshed **our strategy** for the AI era, built on trust
- 2 Accelerating AI **consumer property experiences**
- 3 Deepening **customer partnerships and value**
- 4 Evolving how we **develop product**
- 5 Executed revised **M&A approach**
- 6 Demonstrated a new **approach to capital**
- 7 Established a **new management team**

The #1 address in Australian property



Leading brands

#1

brands in residential and commercial property¹



Largest audiences

9 in 10

Australians searching for residential property choose realestate.com.au²

Deepest engagement

20 visits

per person per month on average, to the realestate.com.au apps³

Preferred by customers

9 in 10

agents recommend realestate.com.au⁴

(1) Ipsos iris Online Audience Measurement Service, Aug 2026, P18+, PC/laptop/smartphone/ tablets, text only, Residential Property Search Category for Brand Group Realestate.com.au, and Commercial Property Search Category for Brand Group realcommercial.com.au, Audience (000's). (2) Ipsos iris Online Audience Measurement Service, Aug-26, Age P18+, PC/laptop/smartphone/tablets, text only, Brand Group, Residential Property Search sub-category, Audience Shr (%). (3) Ipsos iris Online Audience Measurement Service, Jul-Aug 2026 (average), P18+, PC/laptop/smartphone/tablets, text only, Mobile Apps, realestate.com.au mobile app, Visits (000's) and Audience (000's). (4) REA Customer Sentiment Monitor 2026.



A proven innovator



Chapter 1

Print Disruptor

(Until 2005)

Launched **online marketplaces** to advertise property

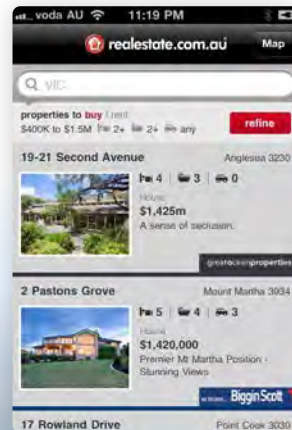


Chapter 2

Scaled Disruptor

(2006-10)

Scaled nationally and introduced **mobile first experiences**



Chapter 3

Value Creator

(2011-15)

Transformed from a subscription model to **vendor-paid depth**



Chapter 4

Marketplace Innovator

(2016-20)

Introduced **Ignite agent solutions** to support our customers

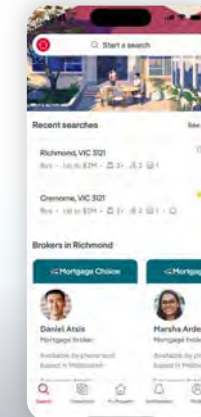


Chapter 5

#1 Property Marketplaces

(2021-25)

Embedded **Financial Services and Data** into connected experiences

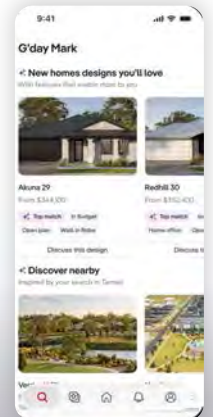


Chapter 6



(2026-30)

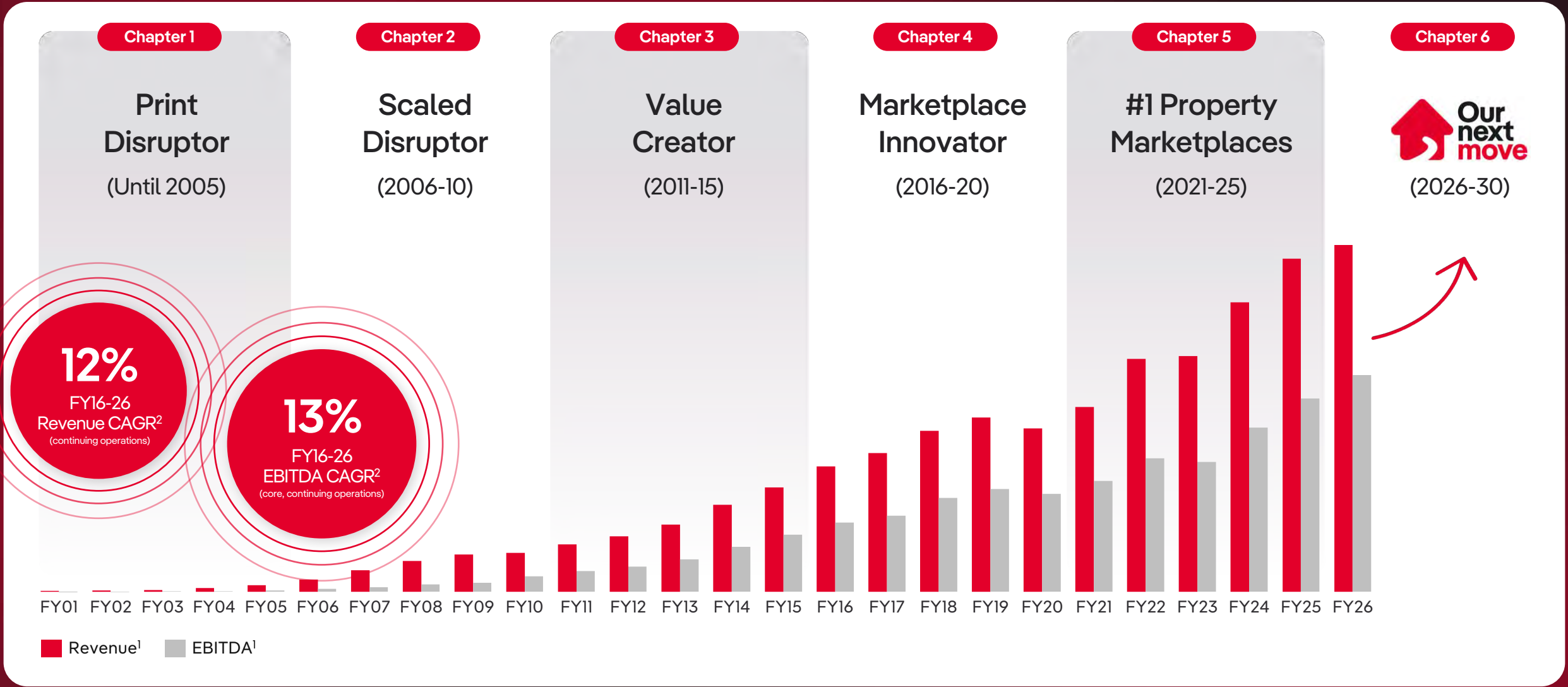
Harnessing AI to reinvent, scale and accelerate growth



Changing the way the world experiences property



30+ year track record of sustained growth



(1) Results are from core operations (which are defined as the reported results adjusted for significant non-recurring items such as M&A related activity (including gains/(losses), transaction and integration costs), impairment reversal/(expense), revaluation of financial assets, restructuring costs, release of historic tax provisions). Long range historical graph shows results inclusive of discontinued operations. (2) 10 year CAGRs calculated on a core, continuing operations basis, as defined at 30 June 2026. Refer to the Non-IFRS Financial Information disclaimer on page 2 for further details.

9

We've evolved our strategy to lead in the AI era



OUR PURPOSE

To change the way the world experiences property

WHO WE SERVE

Consumers

Customers

Brokers

OUR EDGE

OUR VISION

THE TRUSTED PARTNER
POWERING EVERY PROPERTY MOVE

Deep relationships

Unparalleled data

Better outcomes

OUR MISSIONS

Reinvent property experiences

Set the global standard for AI-prime offerings that connect people and moments in property

Scale our growth engines

Unlock the REA advantage in Commercial, New Homes, Financial Services and new markets

Accelerate the organisation

Set a new pace for innovation through leading technology, capabilities, culture & partnerships

OUR AMPLIFIERS

Innovation Leadership

| Dynamic Culture

| Operational Excellence

AI is an accelerant and already delivering value



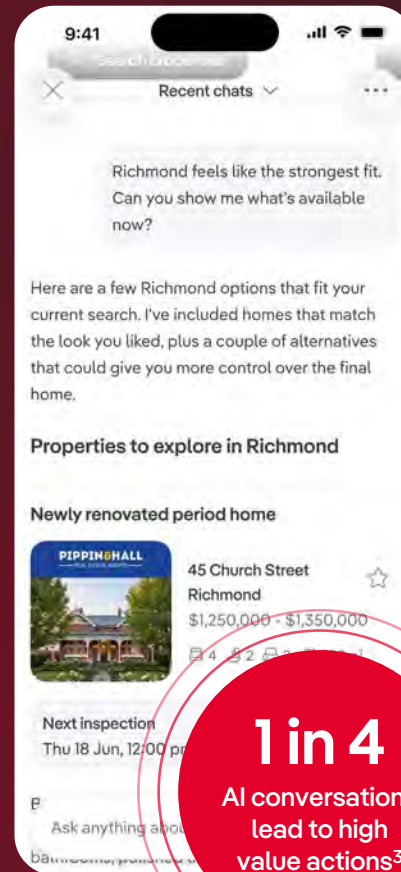
40+

AI experiences delivered
to our audiences¹

2.6x

Faster speed to value with
agentic-first squads²

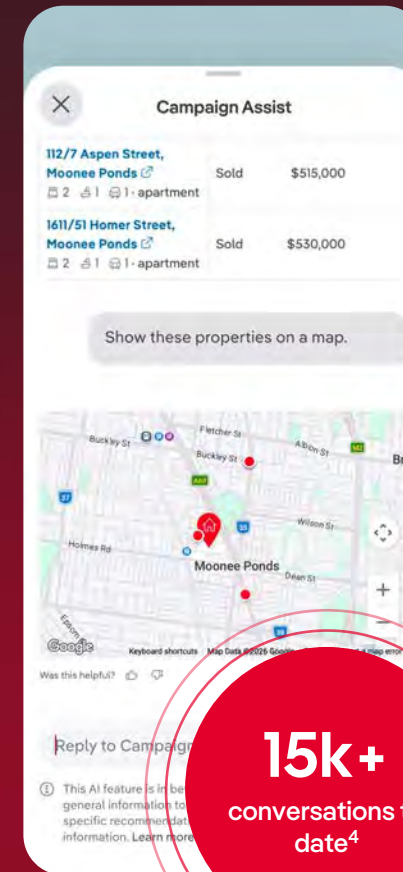
CONSUMERS



1 in 4

AI conversations
lead to high
value actions³

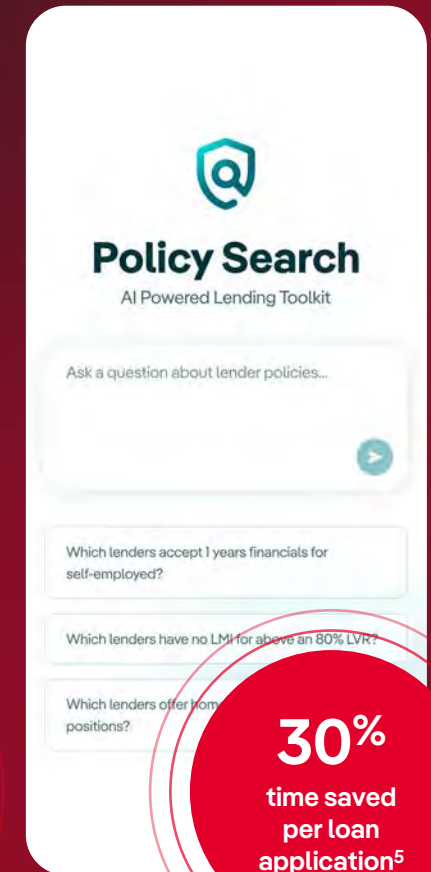
CUSTOMERS



15k+

conversations to
date⁴

BROKERS



30%

time saved
per loan
application⁵

(1) For consumers, customers and brokers, as at July-26 (2) Proven in trial with one agentic squad. Productivity measured by schedule acceleration i.e., work completed 2.6x faster than original schedule (3) REA Internal data, August 2026, AI conversation sessions that result in a high value action such as listing saves and shares, enquiries, and inspection interactions, realestate.com.au. (4) Internal data (source Arize) Jul-26 to Sep-26 (5) Estimated time saved across the loan application process using AI tools, based on observed broker effort.

We will monetise our AI investments in four ways



Better **vendor** outcomes to support advertising yield

VALUE CREATION

- New AI surface areas
- Differentiated listings
- Optimised campaigns
- Proven outcomes

MONETISATION LEVERS

Depth advertising value

Existing add-on penetration

New add-on products

Uplift **customer** productivity and growth

VALUE CREATION

- Predict seller intent
- Engage & convert sellers
- Nurture buyers & transact

MONETISATION LEVERS

Subscription tier value

New products (e.g., Likely to List)

AI productivity funds **growth engine** acceleration

VALUE CREATION

- Faster time to value
- Higher ROI on squads
- Cost base flexibility

MONETISATION LEVERS

Growth engine revenue

New **TAMs** unlocked by Agentic AI

VALUE CREATION

- Detect intent for services
- New consumer AI tools
- Offer specialised insights

MONETISATION LEVERS

Partner lead referrals

Premium consumer value

Key:

Monetisation lever

Future optionality



VIDEO

Residential continues to offer growth runway

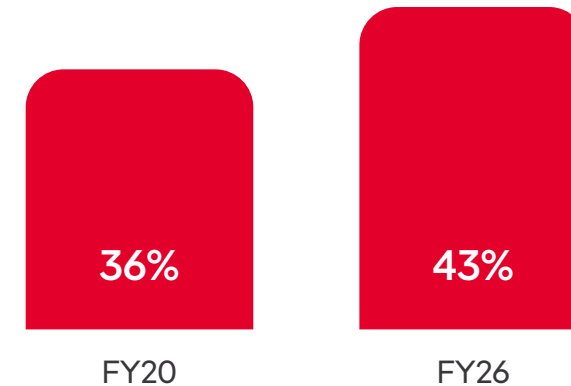


Our prices remain a fraction of average property sale prices¹



Take-rate – Average cost to advertise on REA relative to sale price

We remain less than half of the marketing schedule²



Average cost to advertise on REA relative to average marketing schedule (%)

Becoming an increasingly diverse business



FY26 revenue¹

Core

Residential
Buy & Rent

\$1.3b

Growth Engines

New Homes

\$132m

Commercial

\$106m

Financial Services²

\$148m

Global³

\$18m



realestate.com.au



Ignite

Powered by leading consumer and Ignite customer experiences



REA Group

\$1.7b

FY26 Revenue⁴
(Continuing operations)

\$1.1b

FY26 EBITDA⁴
(Core, continuing operations)

+14%

5-year Revenue CAGR⁴
(Continuing operations)

(1) Revenue breakdown does not include ~\$40m of 'other' revenue. (2) Due to an internal reorganisation, the Group has reclassified CampaignAgent revenues from Other to sit within Financial Services. (3) iGUIDE North America revenue. (4) Core operations are defined as the reported results adjusted for significant non-recurring items such as M&A related activity (including gains/(losses), transaction and integration costs), impairment reversal/(expense), revaluation of financial assets, restructuring costs, release of historic tax provisions, and share of associate non-core costs. Continuing operations basis is as defined at 30 June 2026. Refer to the Non-IFRS Financial Information disclaimer on page 2 for further details.

Portfolio of growth engines in attractive TAMs



Residential core

\$3.7b

Addressable TAMs

Residential
advertising

\$2.9b

Customer
solutions

\$0.8b

~35%

REA revenue share

Domestic growth engines

\$3.0b

Addressable TAMs

New Homes

\$1.0b

Commercial

\$0.3b

Financial
Services

\$1.7b

~13%

REA revenue share

Global growth engines

\$45.9b+

Addressable TAMs

Move
Nth America

\$45b¹

iGUIDE
Nth America

\$0.6b

Distilled
Ireland

\$0.3b+²

~2%

REA revenue share³

Potential TAMs

\$4.3b

Expansion TAMs

Conveyancing
Connections
Building & pest
Buyer advocates
Home improvements

<1%

REA revenue share

Note: TAMs are REA estimates of annual spend (A\$), FY26 unless stated (Move North America CY25). Figures may not add due to rounding. (1) Move North America: realtor.com's core addressable market of US\$31b (A\$45b) is the portion of US\$103b in US agent and broker commissions it addresses (US\$15b buy side, US\$16b sell side). Its broader addressable market of US\$70b (A\$101b) adds new homes (US\$6b), rentals (US\$11b), lending (US\$13b), title (US\$3b) and home services (US\$6b). A\$1 = US\$0.6933 (RBA, 2 Oct 2026). (2) Agreement to acquire a 35% interest in Distilled is subject to regulatory approvals. The transaction is expected to complete before the end of calendar year 2026. (3) Based on 100% of each business's revenue, regardless of REA's ownership interest. It is not REA's reported revenue.

Source: REA internal analysis using CampaignAgent, PropTrack data and third-party industry research; Australian Bureau of Statistics; Australian Institute of Health and Welfare; Defence Housing Australia; Consumer Policy Research Centre; QBE Australian Landlord Survey; Housing Industry Association; Urban Development Institute of Australia; Mortgage & Finance Association of Australia; IAB Australia; PwC and Retirement Living Council; US National Association of Home Builders; Redfin; company reports. Move: realtor.com internal estimates, using National Association of Realtors, Mortgage Bankers Association and other data; Central Statistics Office; Farm Tractor and Machinery Trade Association; National Automobile Dealers Association; external benchmarks; internal data.

Multiple growth drivers for the next chapter



Residential core

Residential

AI-powered advertising campaigns

AI-powered workflows

Seller leads quality and volume

Extend our runway

Domestic growth engines

New Homes

Lead quality and volume

Expanded advertising suite

Value beyond advertising

Commercial

More, high-quality leads

Advertising and workflow value

Proprietary data

Financial Services

REA-sourced leads

AI-powered broker efficiency

Value beyond mortgages

Accelerate from strong foundations

Global growth engines

Global

Move North America

iGUIDE North America

Distilled Ireland⁽¹⁾

Create value exchange

Potential TAMs

Expansion TAMs

Leads from buyer experiences

Leads from owner experiences

Expanding participation

Unlock via AI Assistants

(1) Agreement to acquire a 35% interest in Distilled is subject to regulatory approvals. The transaction is expected to complete before the end of calendar year 2026.

Financial strength to realise growth ambitions



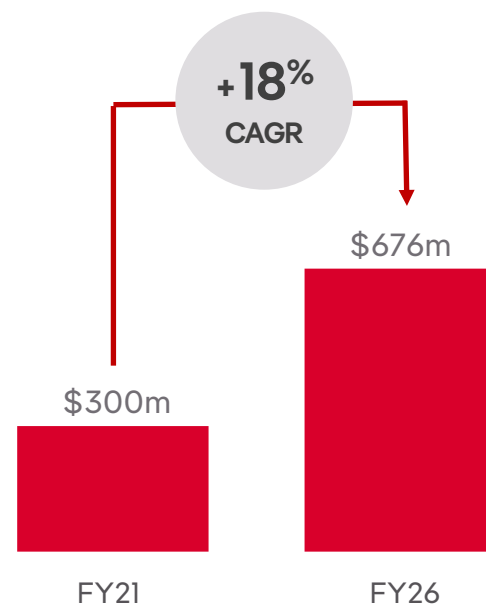
65%

EBITDA Margin¹

Core, continuing operations

Free cash flow¹

Continuing operations



\$366m

FY26 net cash²

(1) Core operations are defined as the reported results adjusted for significant non-recurring items such as M&A related activity (including gains/(losses), transaction and integration costs), impairment reversal/(expense), revaluation of financial assets, restructuring costs, release of historic tax provisions, and share of associate non-core costs. Continuing operations basis is as defined at 30 June 2026. Refer to the Non-IFRS Financial Information disclaimer on page 2 for further details.

(2) As at 30 June 2026, excluding lease liabilities.



Investor proposition

Building on 30+ years of strong growth

1

#1 with clear value runway to grow the core Residential business

2

Portfolio of growth engines with well-defined plans to capture value

3

Proven innovator with a unique edge – relationships, data and outcomes – to lead in the AI era

4

Strong cash generation and balance sheet to fund growth

Our Edge



Jane Cohen

Chief Strategy Officer



Jonathan Swift

Chief Product Officer

Property requires specialisation

Buying a home is one of the

Top 3

biggest life decisions many people make¹

40 weeks

from search to transact to buy a residential property²

Property journeys are...

Human

Every move reflects the needs and aspirations of people, revealed through experiences

Unique

Every property, location and market moment is different and changeable

Complex

Multiple parties, competing interests, localised regulations & scarce inventory

High Stakes

Property decisions have significant financial and emotional consequences

REA's edge is...

Deep Relationships

Long-standing relationships give us reach and context to connect the experience

Unparalleled Data

Proprietary data powers our specialised intelligence, enriched by every interaction

Better Outcomes

Market-leading, personalised and efficient experiences drive confidence and action

Trusted Partnership

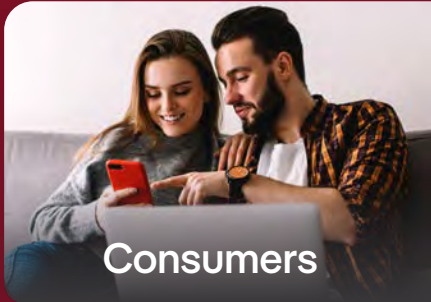
Reliable guidance, grounded in real-world context and backed by our trusted brand



Deep relationships

We have the best view of demand and supply, built through long-standing relationships at scale

30+ years
of relationships
across the property
ecosystem



50%+

of Australian adult population visit
realestate.com.au every month¹

80%+

of traffic to realestate.com.au
comes through direct, organic
and lifecycle channels²

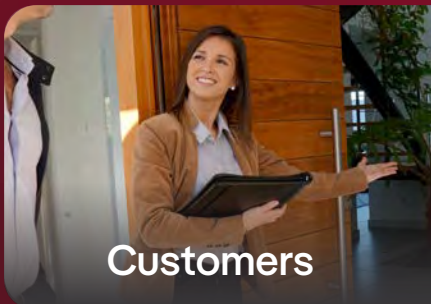


realestate.com.au



realcommercial.com.au

Behaviour
& intent
signals



96%

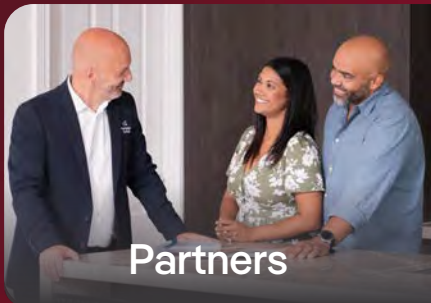
of Australian residential agencies
have an active personal
relationship with REA³

370+

Ignite integrations with PropTechs
and directly with customers⁴



Ignite



1,100+

Mortgage Brokers

500+

iGUIDE cameras in market



SIMPLICITY LOANS & ADVISORY

iGUIDE®

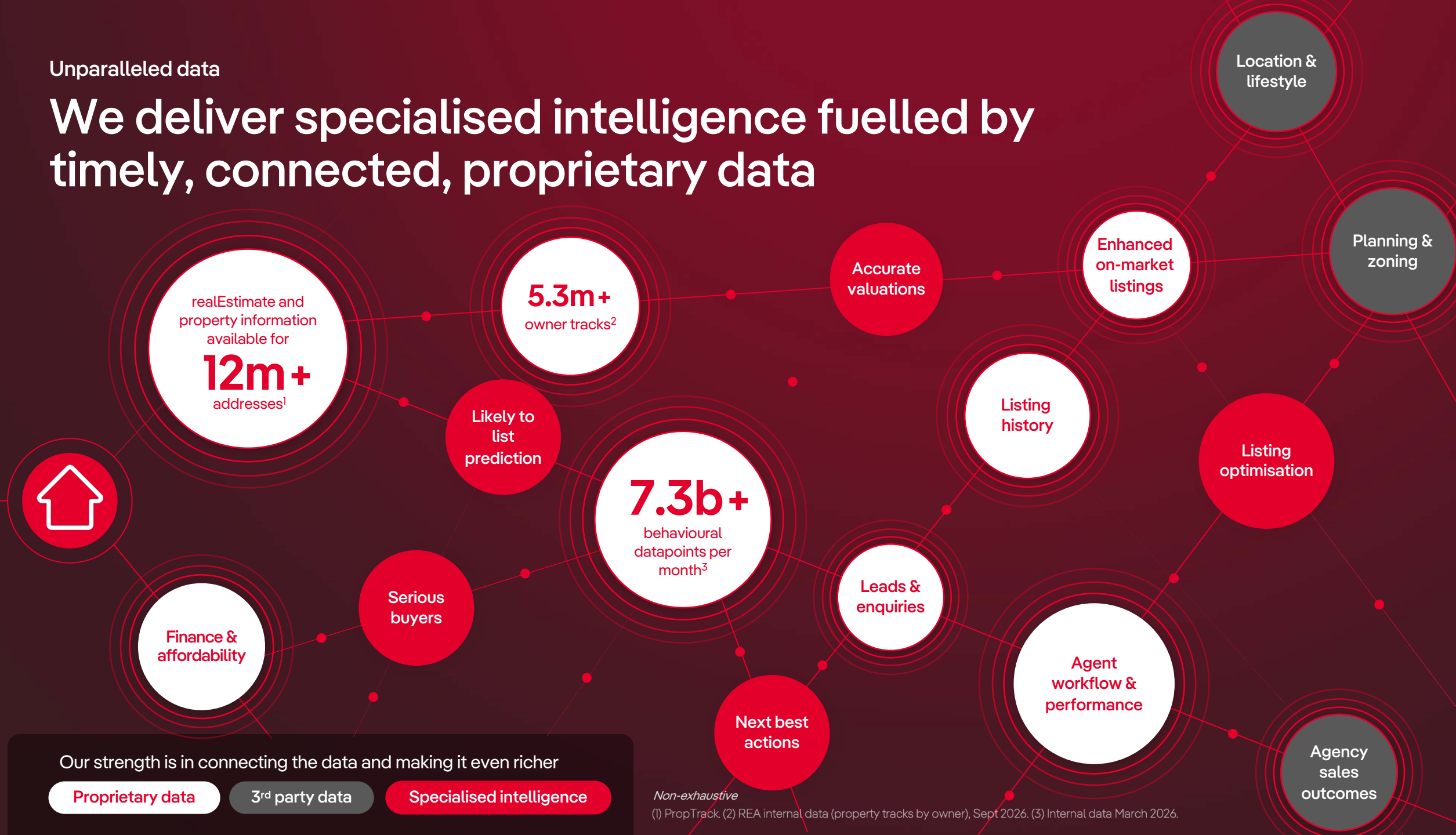


Property &
market
context

(1) Ipsos iris Online Audience Measurement Service, Jul-Aug 2026 (average), P18+, PC/laptop/smartphone/ tablets, text only, Brand Group Realstate.com.au, Audience reach %. (2) Adobe Analytics, Aug 2026, realestate.com.au, source channel visits including Direct, SEO and Lifecycle. (3) Current paid subscribers as at July 2026. (4) REA Internal Data; Sept 2026.

Unparalleled data

We deliver specialised intelligence fuelled by timely, connected, proprietary data



Our strength is in connecting the data and making it even richer

Proprietary data

3rd party data

Specialised intelligence

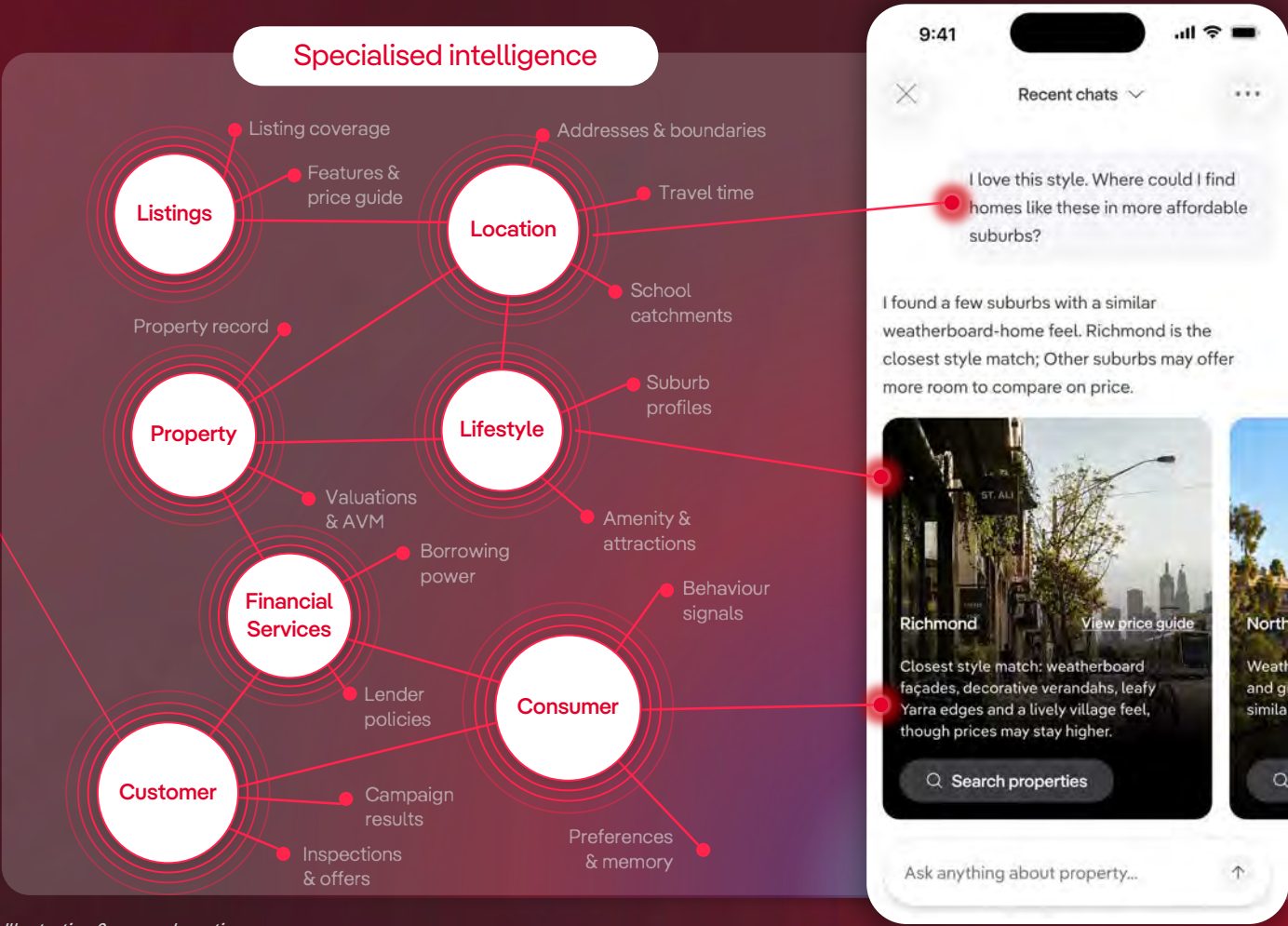
Non-exhaustive

(1) PropTrack. (2) REA internal data (property tracks by owner), Sept 2026. (3) Internal data March 2026.



Better consumer outcomes

Our AI consumer experiences are reshaping the market



Better AI-powered outcomes

Discover more possibilities

Properties suiting needs, including options that may otherwise be missed

Turn complexity into confidence

Personalised, proactive guidance that remembers what matters, helping make informed choices

Move from intent to action

Connecting digital and physical steps, removing friction so consumers act with confidence, staying in control

13%

listing views driven via AI-powered personalisation¹

1 in 4

AI Conversations convert to high value action²

Illustrative & non-exhaustive

(1) REA Internal data, August 2026, share of property listing views in sessions with AI-powered personalisation, realestate.com.au. (2) REA Internal data, September 2026, AI conversation sessions that result in a high value action such as listing saves and shares, enquiries, and inspection interactions, realestate.com.au.



Better customer outcomes

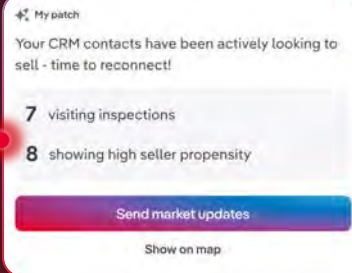
We are building the agentic platform for the property industry

Connected tools & workflows

CRM systems and
customer integrations

Consumer behaviours,
signals and intent

3rd party communication
channels & tools



AI-powered workflows

Better AI-powered outcomes

Win more listings

Connecting property and consumer signals
to surface early qualified seller opportunities

Improve campaign results

Turn buyer intent into timely action, helping
focus on those most likely to convert

Greater efficiency

Extend agentic workflows across tools
professionals use daily, helping them act faster
while keeping service personal

50k+

monthly active
Ignite users¹

~4x

growth in Ignite AI
Assistant use in 2
months²

VIDEO

Trusted Partner



We are trusted to help with one of life's big decisions



Relied on by millions
of people every week
to help navigate
property journeys



Trusted to provide accurate
insights by understanding
property context and
real-world constraints

Proven to help consumers act with
confidence, and customers grow



Property decisions
require trusted and
specialised vertical
intelligence at scale



We have a unique edge
to lead in the AI era –
deep relationships &
proprietary data power
better outcomes



We are building the
agentic platform for the
industry, and our
AI experiences are
reshaping the market

Mission #1: Reinvent Property Experiences

Consumer



Tim Bradley

Executive General Manager
Experiences and Platforms



Jonathan Swift

Chief Product Officer



Consumers are at the heart of our business

Unique audiences

Almost

12m

in unique audience, equating to 55% of the Australian adult population¹

4m+ more than the nearest competitor¹

The highest app engagement

Monthly app visits²

60.1m



5x

11.1m

Nearest competitor

The longest time on site

75%

of time spent across residential property search portals³ is on

 **realestate.com.au**

More trusted relationships

+50%

3 yr growth in monthly active members⁴

Members spend 5x more time on site than non-members



We are with consumers at every step of the journey

On average it takes 40 weeks for a consumer to buy a home – from monitor to settlement

24 weeks
Search and monitoring the market

7 weeks
Attending inspections

9 weeks
From offer to settlement

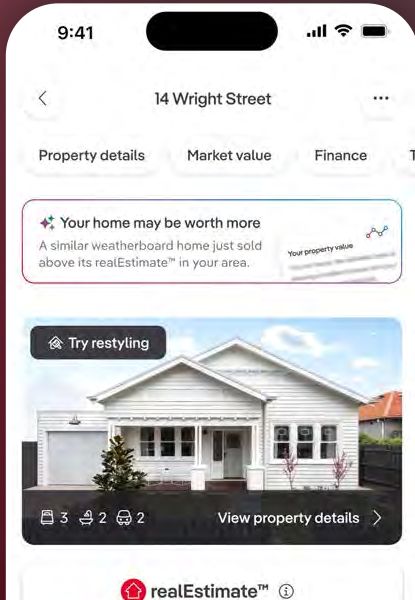
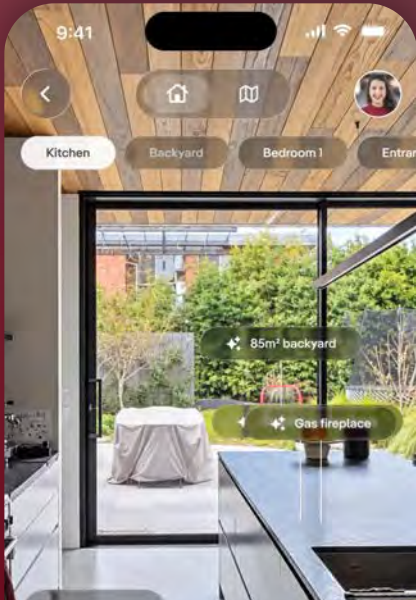
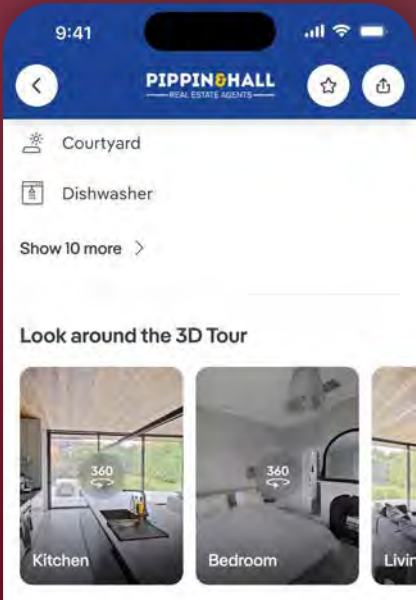
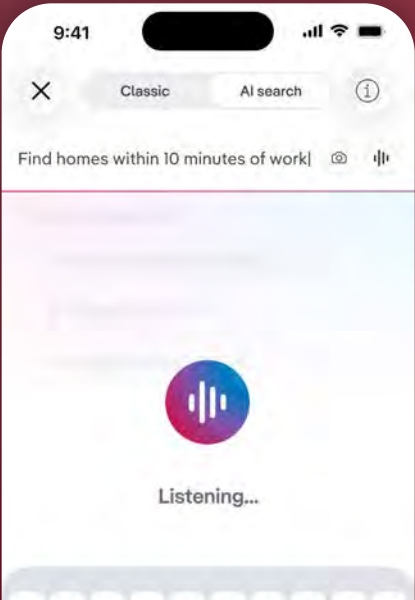
~10 years
Owning a home

Smarter discovery & affordability confidence

Richer property insights

Confident next moves

Always-on relationships



Source: Property
Seeker Survey 2025.



Consumers want to know how they can afford the lifestyle they want

59%

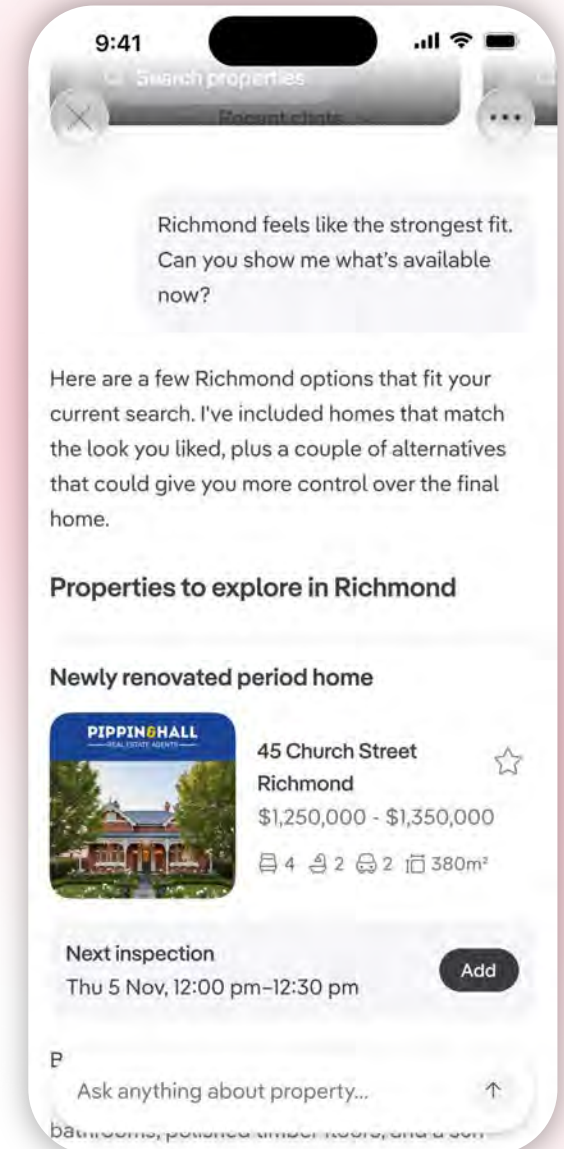
using conversational search start with a broad, lifestyle-defined criteria rather than a single suburb¹

<10%

of consumers looking to buy are pre-approved²

27%

of consumers are estimating costs, repayments and affordability with AI³

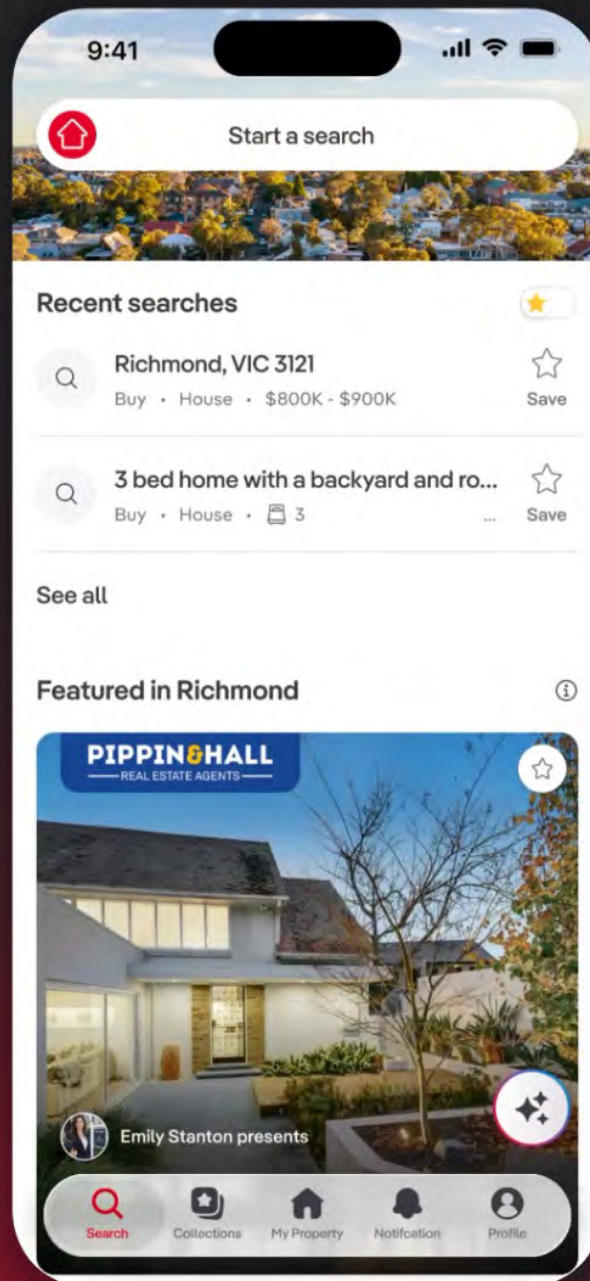




Our AI Assistant is enabling confident decision making

“What is this property really
worth... I’ve seen cheaper”

✦ Thinking



Demonstration includes current
products & future pipeline



Consumers want the best view of the property inside & out

Successful buyers spend

6+
hours

engaging with the listing¹

Experience the property

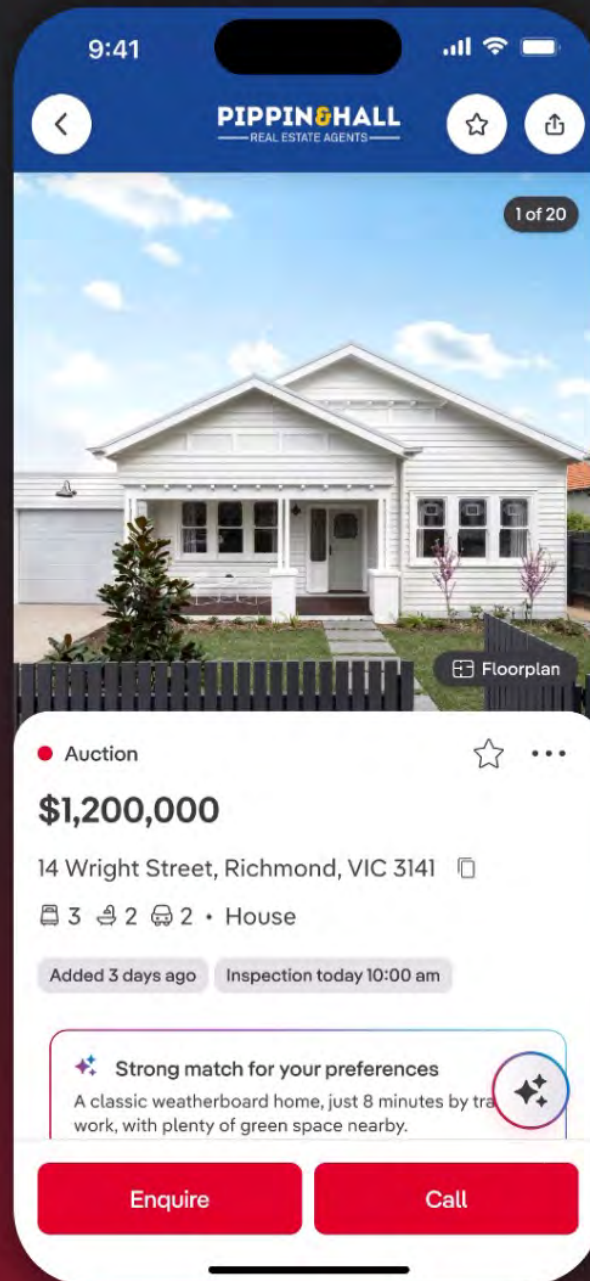
Interactive floorplans, interior and exterior 3D tours and videos



Understand the property

AVMs, sustainability and neighbourhood insights







Consumers want help to confidently take action

10.7m

high value actions taken
per month¹

53%

of consumers feel
overwhelmed by the steps
involved in buying a home²

Helping consumers ...

Take the next step

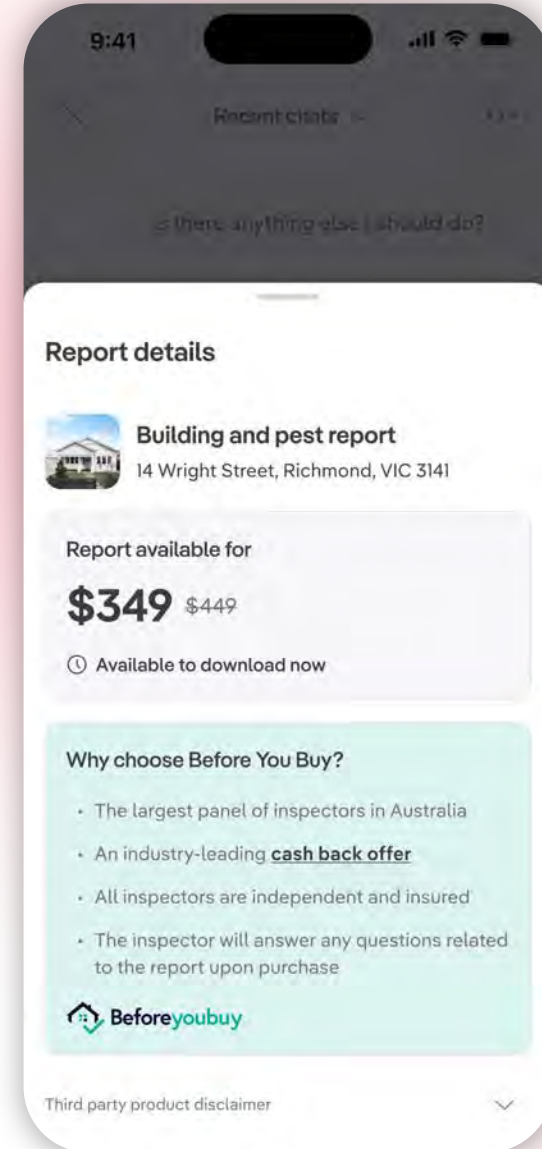
- Share listings with others
- Inspection bookings & checklists
- Sending enquiries
- Making an offer

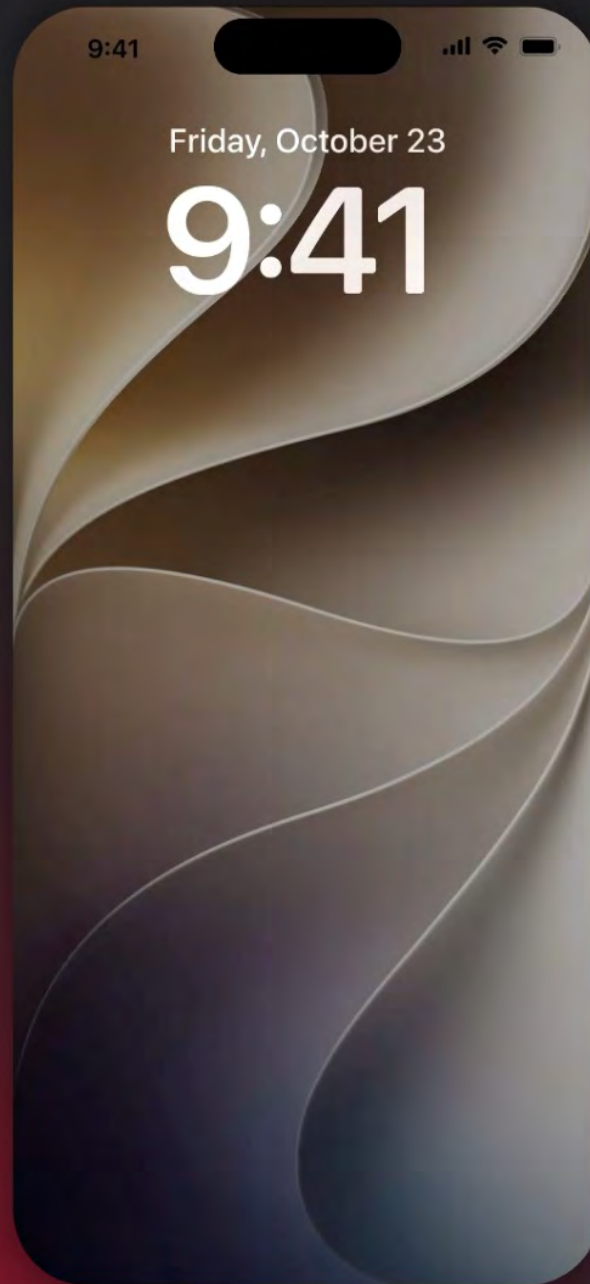


Connect to the right person

- Conveyancing
- Mortgage broker
- Building & pest inspector
- Utilities & connections

Unlocks Expansion TAMs





Demonstration includes current
products & future pipeline



Owners want insights across the property lifecycle

5.3m

unique properties tracked by owners¹

AI Assistant proactively guiding owners

Guidance of what could be done to their property

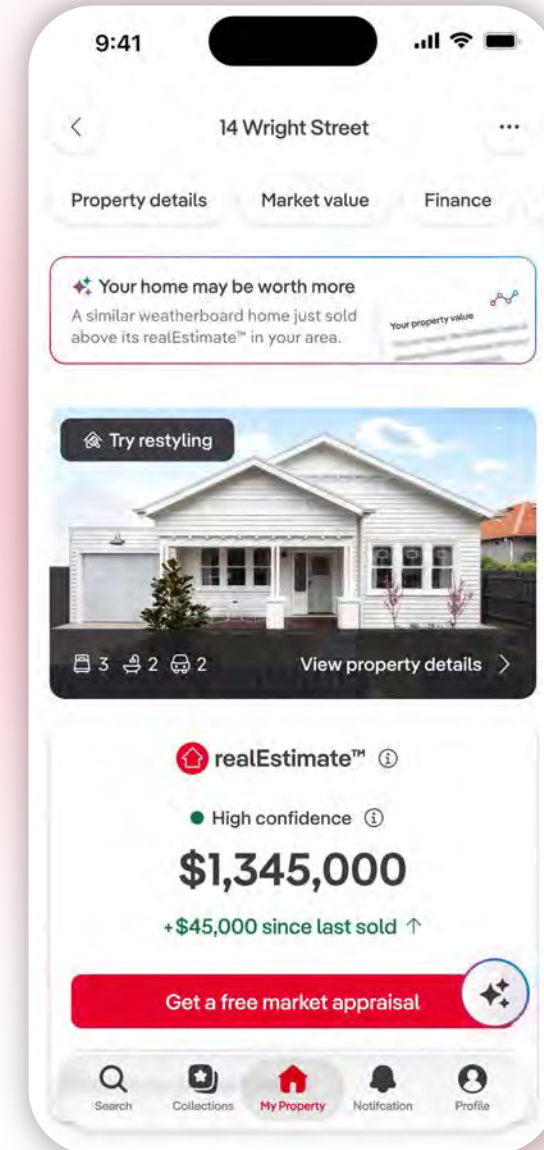
Home renovations

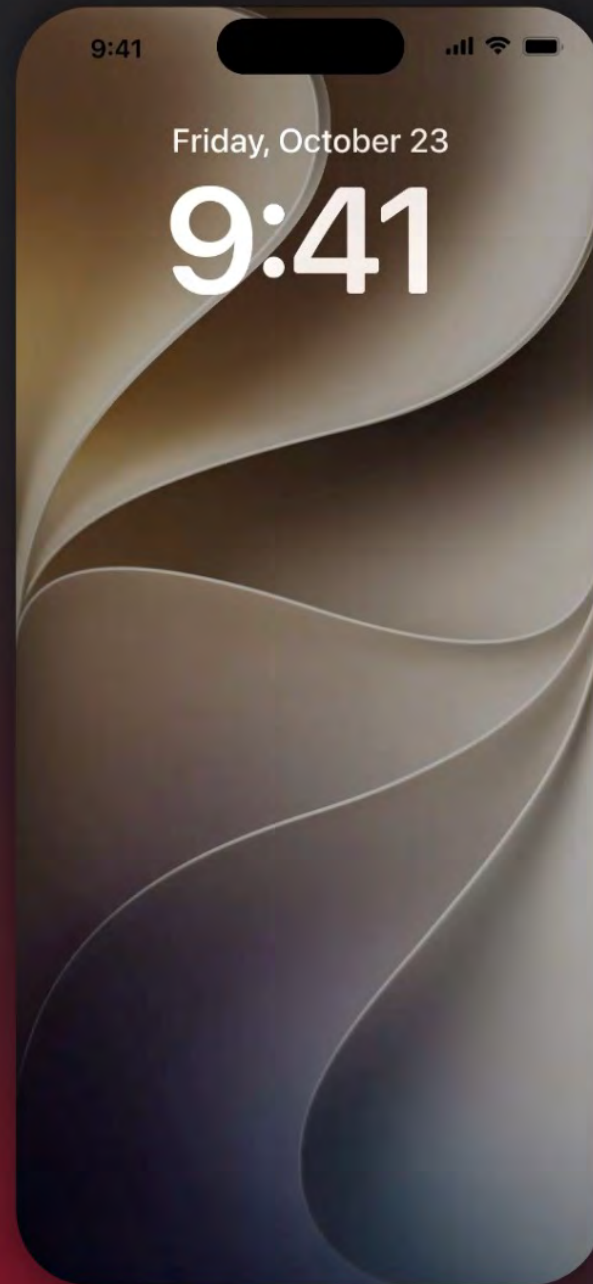
Considering financial options and when to refinance

 **Mortgage Choice**
Broker leads

Market insights on when is the right time to sell

 **PropTrack**
Seller propensity





Demonstration includes current
products & future pipeline



#1 in property, with
the largest, most
engaged audience



AI deepens consumer
engagement at every
step of the journey



Our relationship with
consumers unlocks
growth across the
whole portfolio

Mission #1: Reinvent Property Experiences

Residential

100% owned by REA Group



REALTAIR

Investments in



Jonathan Cameron

Executive General Manager
Residential

The #1 address for Residential in Australia



Demonstrated outcomes

9 in 10 Australians

searching for property choose
realestate.com.au¹

9 in 10 customers

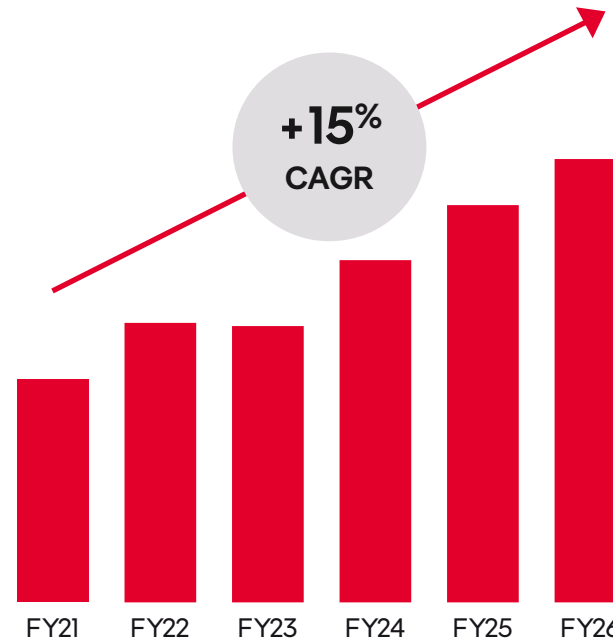
recommend realestate.com.au²

50% of sellers

track their homes on the Owners
Dashboard prior to listing³

Double-digit growth

Residential revenue



Unique market dynamics

Vendor-paid revenue

- Pay-per-listing with advertising fees passed on to the property owner
- Listing **depth tiers** for prominence
- Optional **add-ons** (AMAX⁴, Luxe, iGUIDE)

Customer-paid revenue

- Annual **subscriptions** to access advertising, workflow solutions and agent marketplace
- Additional brand exposure via **agency / agent advertising products**

(1) Ipsos iris Online Audience Measurement Service, Aug-26, Age P18+, PC/laptop/smartphone/tablets, text only, Brand Group, Residential Property Search sub-category, Audience Shr (%).

(2) REA Customer Sentiment Monitor 2026. (3) REA Internal data, new buy listings with an Owner track, realestate.com.au, Jul 2025–Jun 2026 (average). (4) Audience Maximiser.

\$3.7b

Residential TAM

\$2.9b Residential Advertising

 realestate.com.au

\$0.8b Customer solutions

 Ignite

~35%

Residential revenue share of TAM

Residential growth drivers

Grow Customer Solutions revenue by delivering **seller leads** that drive our customers' growth

Accelerate customer efficiency with **AI-powered workflows** and insights

Extend double-digit yield runway with **AI-powered advertising campaigns**

Deliver more seller leads for customers

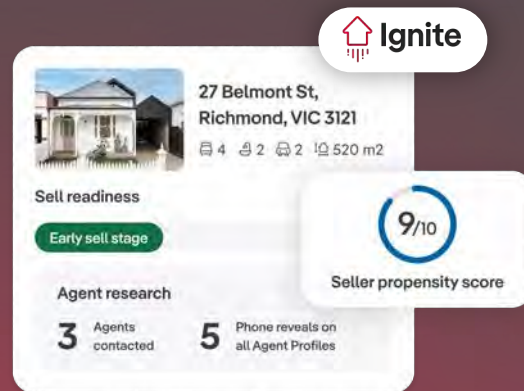
100k+

seller leads
generated in
FY26¹

Grow Pro penetration

Pro Subscription with AI-powered seller insights

Growing seller lead volume, lead management and digital signing



30%+

Pro penetration²

Grow branding add-on revenue

Drive adoption of branding add-ons

Greater exposure to potential sellers through profiles, ratings and reviews across realestate.com.au



+15%

YoY Branding add-on revenue growth³

New AI-powered product

Generate new seller leads from owner relationships

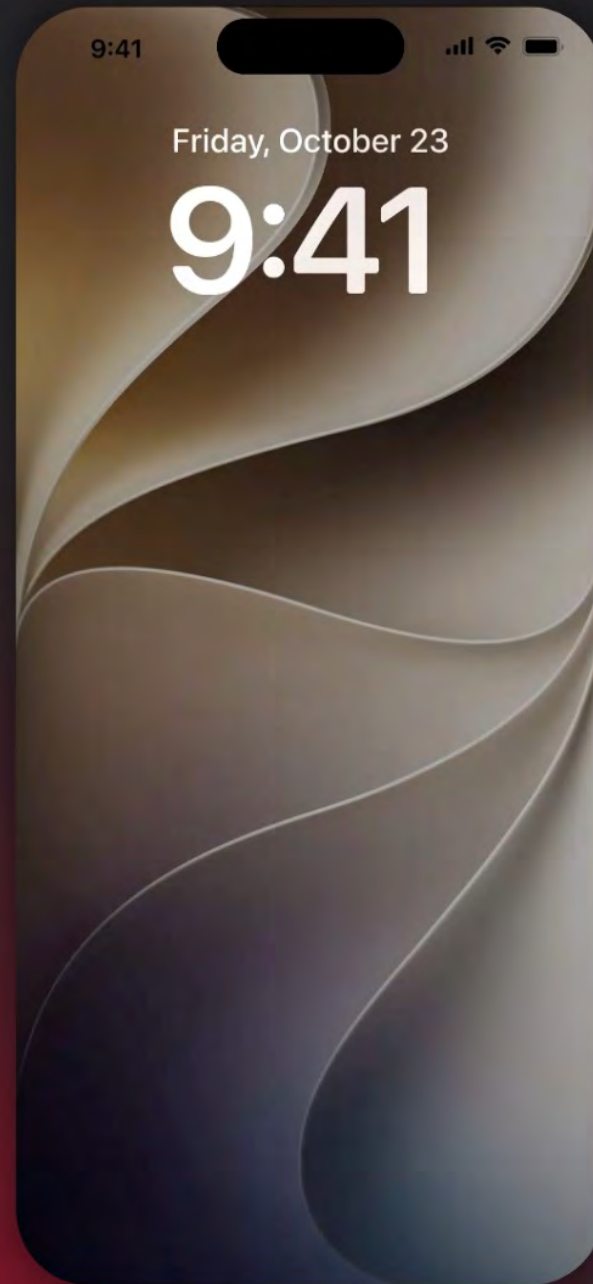
AI-powered propensity model helps agents identify and win sellers earlier

Launching 2027



800k+

Potential sellers on realestate.com.au⁴



Demonstration includes current
products & future pipeline



Search Listings and Projects

⌵ k



Inbox



Notifications



Account



Home



Insights



Prospecting



Listings & campaigns



Manage



Support

All workplaces

All request types

All sources

All leads

Unread

4/310 Lethbridge Street, St Kilda

2 1 1 | Townhouse

Buying

1 day ago

Today • 12:20pm

8



...

8 George Street, Richmond

5 2 2 | House

Buying

1 day ago

1/45 Roderick Street, Richmond

3 2 1 | Unit

Selling

3 days ago

24 Garry Ablett Parade, Carlton

1 1 1 | Townhouse

Selling

22/08/2027

31 Quamby Place, South Yarra

3 2 2 | House

Buying

22/08/2027

13 Jordan Street, Fitzroy

4 2 2 | House

Selling

22/08/2027



4/310 Lethbridge Street, St Kilda

2 1 2 | 122 m² | Townhouse

Contact details

Name

Mary-Anne Smith

Phone

0434 567 554

Preference

Email

m.a.smith@gmail.com

Request

Get an indication of price, get information about Rates & Fees and be contacted about similar properties

Hi, I'd like to arrange an inspection of the property.

Buyer enquiry score

8

How we scored this enquiry

The score is calculated based on the enquirer's declared data and the following behavioural insights

Enquirer's buy readiness



Low

Contemplation and investigation



Needs nurturing

Engaging and planning

Looks ready

Planning and transacting

Ask AI

Demonstration includes
current products & future
pipeline



Home



Insights



Prospecting

Listings &
Campaigns

Manage



Support

Lead Intelligence

Select addresses

Select addresses from your CRM directly or upload a .CSV that you would like likelihood to list insights on.



Select addresses from your CRM

Connect to your CRM and select addresses directly from your database that you would like insights on.



Upload address csv files

Upload a csv file in the required format with the addresses that you would like insights on.

CRM selected addresses

CRM import	No. addresses	Date uploaded	Imported by	Remove import
VaultRE import 16-01-24	1,094	16 Aug 2026	Sasha Bell	Delete import
VaultRE import 14-01-24	3,342	14 Aug 2026	Sasha Bell	Delete import

[Change selected address in CRM](#)[Generate address list](#)

Accelerate customer efficiency at every step with Ignite's AI-powered workflows and insights

95%
of agencies
use Ignite¹

Pro

Engage seller leads

Use enriched data and market intelligence to prioritise who to contact next

Which leads are showing signs of warming up?

- 9/10** Potential seller
Wayne Jarvis
Late sell stage
- 7/10** Potential seller
Adam Matthews
Mid sell stage
- 7/10** Potential seller
George Bluth Sr.

Pro & Realtair

Nurture & convert sellers

Generate AI-powered property reports and market insights to build vendor confidence

Generating property report for **14 Wright Street** for you...

14 Wright Street,
Richmond, VIC 3121
3 2 2

- Searched recent comparables
- Estimated price guide
- Composing report for vendor

New depth & add-on value

Market the property

Use AI recommendations and live campaign insights to optimise listings and select relevant add-ons

Recommend ways to increase performance?

Luxe Upgrade for \$900
Home page placement • 9 day rotation • Exclusive insights

PIPPING HALL Rachel Lowe

Depth & subscriptions

Nurture buyers & transact

AI-powered intelligence across inspections, enquiries, online offers and rent applications

You have a new top offer!

- \$1,289,000**
Matt Matinez
Serious buyer
- \$1,250,000**
Sarah Jones
Serious buyer

Notify underbidder

- \$1,230,000**

AI assistant driving better customer and vendor outcomes end-to-end

App

APIs

Agentic

Next



Home



Insights



Prospecting



Listings & Campaigns



Manage



Support

Pitch

powered by REALTAR

Julia Bianchi

Pippen&Hall

Proposal template



Proposal

14 Wright Street, Richmond, VIC 3121

Draft



Proposal

24 Ablett Parade, Richmond, Vic 3121

Draft



Search Listings and Projects

⌵ k

Inbox



Notifications



Account



Home



Insights



Prospecting



Listings &
Campaigns



Manage



Support

14 Wright Street, Richmond, VIC 3141

3 2 4 | House

Date listed
6 Aug

Days on site
16d ago

Auction date
29 Aug

Rotation rate
15 days

Next rotation
21 Aug (today)

Listing type
Premiere

Details Performance Enquiries Inspections Manage Expenses Insights

< Back to listings

Performance

Download PDF

Shareable report

For sale

Total campaign

Showing campaign performance from 13-19 Aug 2026

Campaign highlights

Unique visitors



34,675

Campaign exposure

Times your campaign has been exposed on realestate.com.au and beyond

See more

1,243

Listing views

Total views of listing on realestate.com.au

See more

8

Enquiries

Total number of email enquiries and phone & sms reveals

See more

4

Inspection actions

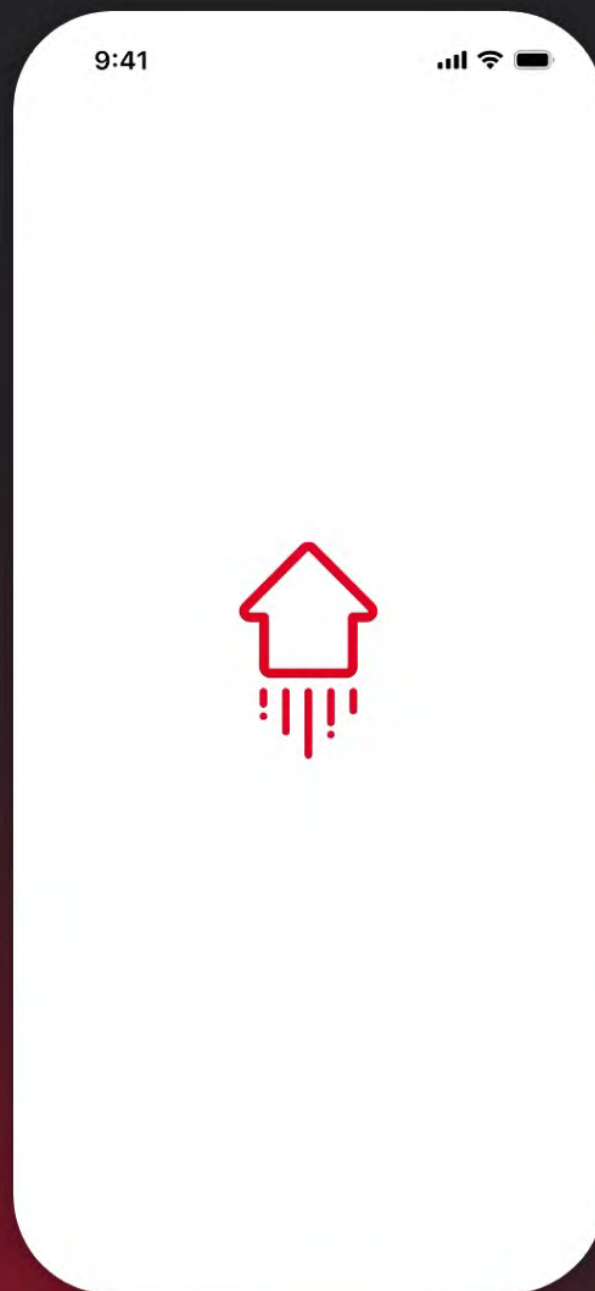
Total number of actions that show the intent to inspect

See more

Buyers showing serious interest in your listing

Ask AI

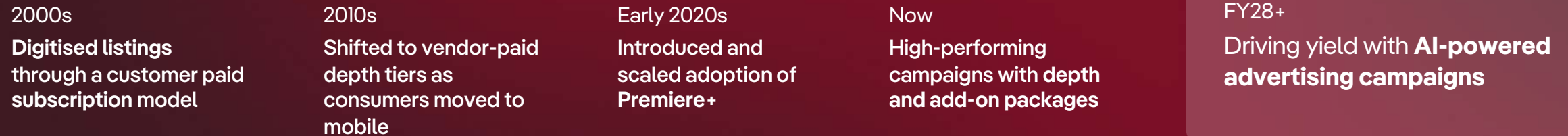
Demonstration includes
current products & future
pipeline



Demonstration includes current
products & future pipeline



A proven track record of evolving and growing advertising

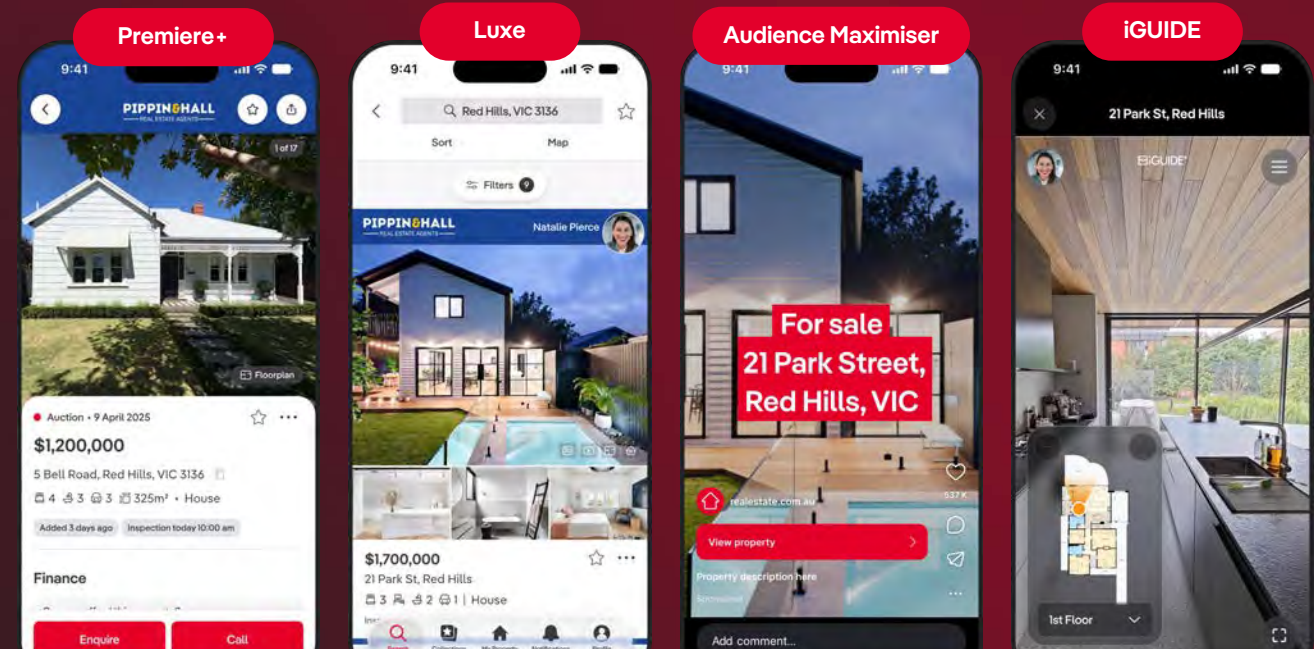


+14%

10y yield CAGR

Delivered by launching new products and innovating our pricing model⁽¹⁾

(1) Residential buy yield growth FY16–26. Buy Yield defined as revenue per Buy listing, driven by price, depth (including geographical mix), add-ons and subscriptions. Yield excludes deferred revenue.





We will evolve the value of our depth model with a strong AI-powered product pipeline

✦ Properties with minimum 3m ceiling heights



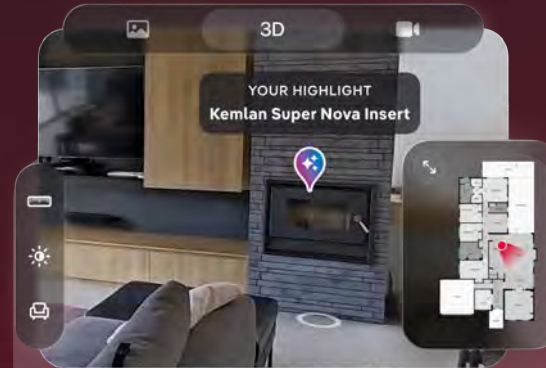
\$1,250,000 - \$1,350,000
14 Hoddle St, Collingwood



\$980,000 - \$1,070,000
27 Napier St, Fitzroy

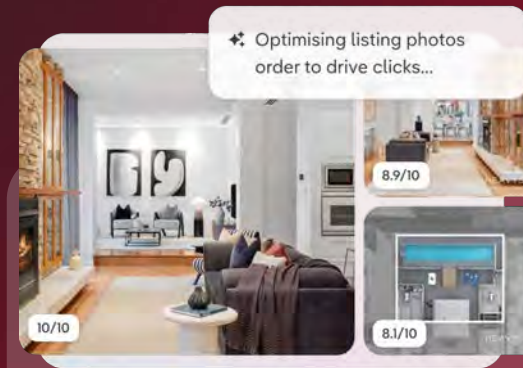
New AI surface areas to drive exposure

AI search experiences create new surface areas to drive customer exposure with differentiated prominence and performance for depth customers



Differentiated listings

Immersive media and AI-enriched data will elevate depth listings



Optimised campaigns

Ignite AI Assistant will drive campaign performance and agent efficiency with AI-powered workflows and optimisation

✦ Your campaign generated strong visibility and meaningful buyer engagement.

✦ Campaign performance

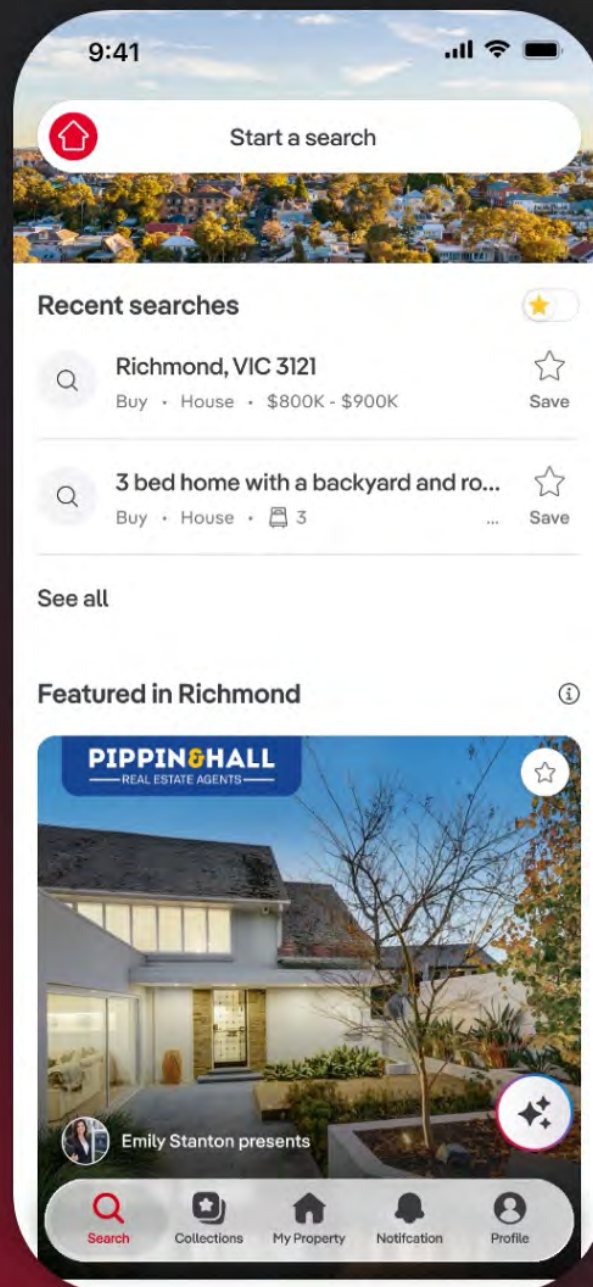
14 Wright Street, Richmond

24	8	3
days to sell	serious buyers	offers

Proven outcomes

AI-powered advertising will deliver high-value attributable outcomes – nurturing buyers to conversion

Opportunity to grow the marketing schedule and REA's share



Demonstration includes current
products & future pipeline



Search Listings and Projects

96 k



Inbox



Notifications



Account



Home



Insights



Prospecting



Listings &
Campaigns



Manage



Support

14 Wright Street, Richmond, VIC 3141

3 2 4 | House

Date listed
6 Aug

Days on site
16d ago

Auction date
29 Aug

Rotation rate
15 days

Next rotation
21 Aug (today)

Listing type
Premiere

Details **Performance** Enquiries Inspections Offers Manage Expenses Insights

[Back to listings](#)

Performance

Download PDF

Shareable report

For sale

Total campaign

Showing campaign performance from 13-19 Aug 2026

Campaign highlights

Unique visitors

66,399

Campaign exposure

Times your campaign has been exposed on realestate.com.au and beyond

See more

2,526

Listing views

Total views of listing on realestate.com.au

See more

12

Enquiries

Total number of email enquiries and phone & sms

9

Inspection actions

Total number of actions that show the intent to

Ignite AI Assistant



How can I help, Julia?

OPTIMISE PERFORMANCE

Recommend ways to increase performance

Show available marketing actions

Analyse current campaign

RESEARCH COMPARABLES

Show price movements on comparable listings

Map and analyse competing listings

VENDOR COMMUNICATION

Draft vendor talking points

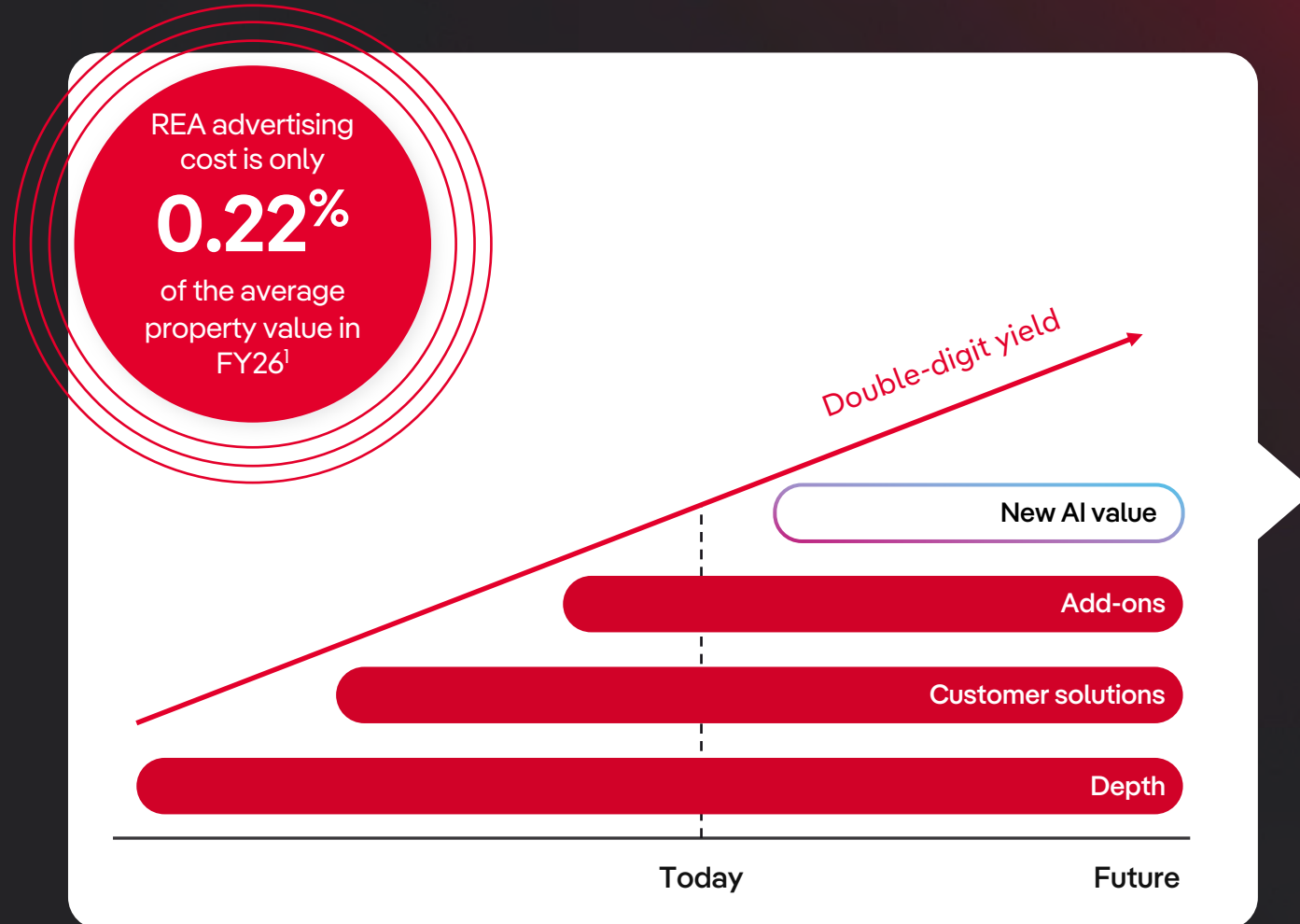
Ask anything about Ignite

This AI feature is in beta and may make mistakes.

Demonstration includes
current products & future
pipeline



Value runway is strengthened and extended by AI-powered campaigns



Depth & add-ons

Grow vendor advertising revenue by improving return on marketing spend, with AI enabling higher-performing campaigns

Depth tiers

Luxe

Immersive

Audience Maximiser

New AI experience value

Customer solutions

Grow subscription revenue by helping agents and agencies win more listings and work more efficiently

Pro

Realtair

Ignite

AI-powered products

Ignite AI Assistant

(1) REA residential Buy depth plus advertising add-ons (incl. GST) as % of average property price (ABS mean). ABS Cat 6432.0 - mean price of Australian residential dwellings.



Grow Customer Solutions revenue by delivering seller leads that drive our customers' growth



Accelerate customer efficiency with AI-powered workflows and insights



Extend double-digit yield runway with AI-powered advertising campaigns

Q&A Panel #1



Cameron McIntyre
Chief Executive Officer



Andrew Cramer
Chief Financial Officer



Jane Cohen
Chief Strategy Officer



Jonathan Swift
Chief Product Officer



Tim Bradley
Executive General Manager



Jonathan Cameron
Executive General Manager

Today's Agenda



Welcome

Alice Bennett

Strategy & Investor Proposition

Cameron McIntyre

Our Edge

Jane Cohen, Jonathan Swift

Consumer

Jonathan Swift, Tim Bradley

Residential

Jonathan Cameron

Q&A Session #1

Break

New Homes

Jarrold Scott

Commercial

Kris Matthews

Financial Services

Anthony Waldron

Global Businesses

Cameron McIntyre, Eamonn Fallon

People & Technology

Steve Maidment, Elisa Nerone

Finance

Andrew Cramer

Q&A Session #2

Lunch

Mission #2: Scale Our Growth Engines

New Homes

100% owned by REA Group



Investments in



Jarrod Scott

Executive General Manager
New Homes

The leading New Homes portal in Australia



Leading address for New Homes

1.8x

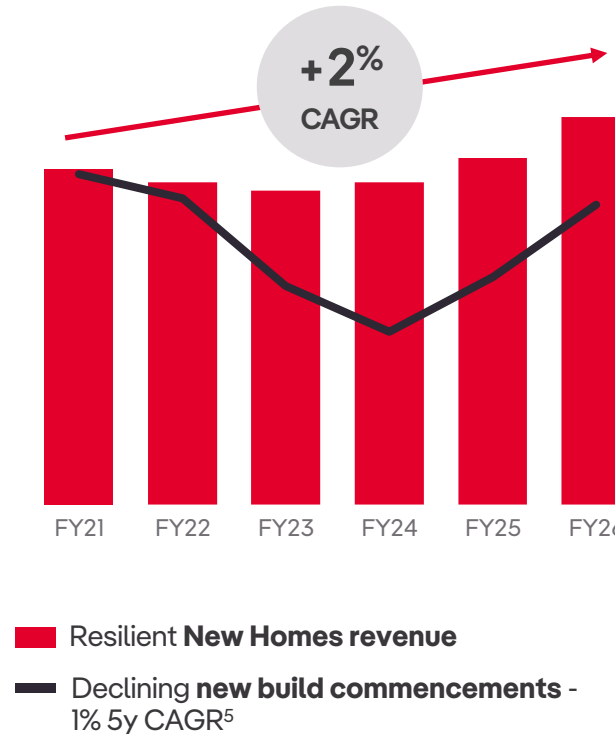
larger new build audience vs.
nearest portal competitor¹

3x

more preferred by customers vs.
nearest competitor²

Used by the **top 20 home builders**³
and **top 20 residential developers**⁴

Demonstrated resilience



Products for a diverse market

~199k

new build commencements in FY26⁵

Sold by **developers**

Project-based 12-24m
campaigns selling
finished home

FOCUS TO DATE

Apartments

Land

GROWTH OPPORTUNITIES

Houses

Townhouses

Retirement
living

Build to rent

Sold by **builders**

Always-on brand-
building campaigns
selling home designs

EMERGING FOCUS

Volume builder

GROWTH OPPORTUNITIES

Boutique builder

~1 in 3
transactions are
new homes ⁶

(1) Nielsen Consumer and Media View, National Media Fused database 1, 2026 (Mar-25 to Feb-26); Fused Ipsos iris (text) Feb-26; realestate.com.au vs Domain. Base: 14+. Likely/Very Likely New-build buyers in NI2M.
(2) REA New Homes Customer Sentiment Monitor 2026. (3) REA Internal Analysis; HIA Housing 100 2024/25 report; ranking by number of starts; excluding B2B builders. (4) REA Group analysis of public data, October 2026; ranking by revenue. (5) ABS Building Activity (8752.0); Private sector, new dwellings, original series. (6) Based on a modelled New Home indicator for all addressable residential transactions over the past 10 years, benchmarked against Australian Bureau of Statistics reported dwelling completions and new-housing loan commitments.

Leveraging our residential audience and assets



Australia's largest property audience



Network of comprehensive assets

Core consumer offerings

realestate.com.au Mortgage Choice

Immersive visualisation

IMMERSIV iGUIDE[®]

Data & insights solutions

PropTrack neighbourlytics

Development funding

SIMPLICITY
LOANS & ADVISORY

\$1b

New Homes TAM

\$900m New Homes Advertising

 realestate.com.au

\$100m Customer solutions

 Ignite

~13%

New Homes revenue share of TAM

New Homes growth drivers

Improve **lead quality and volume** by driving trust and confidence to buy new

Drive growth of **advertising** solutions by tailoring and **expanding our product suite**

Unlock new revenue by offering **value beyond advertising**



Improve quality and breadth of new homes leads by driving trust and confidence to buy a new home

The New Homes buying journey takes ~2 years¹, and involves 100+ decisions of consequence²

6 months
Monitor the market

6 months
Refine & compare

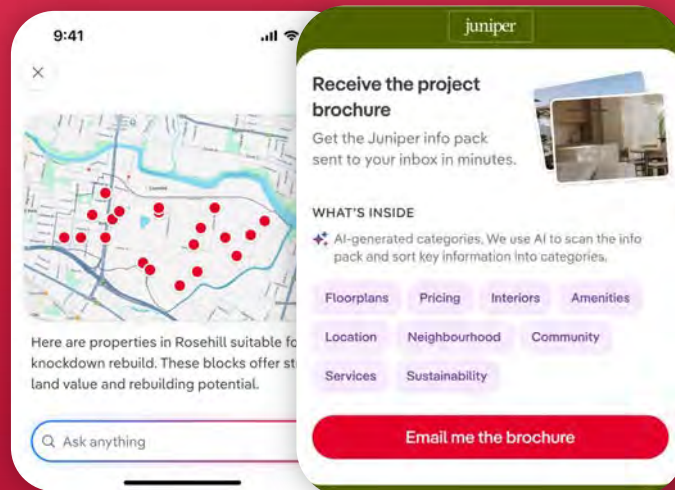
4 months
Attend displays
& showrooms

3 months
Customise
& reserve

1 - 2+ years
Settle

Owning

Educating

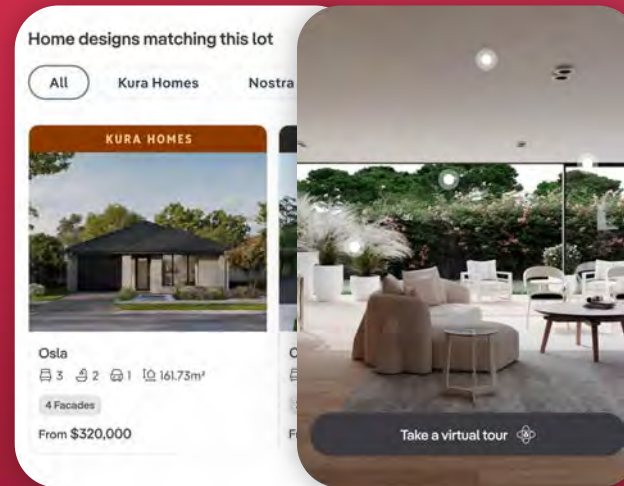


Consumer AI Assistant



Document downloads

Content generation

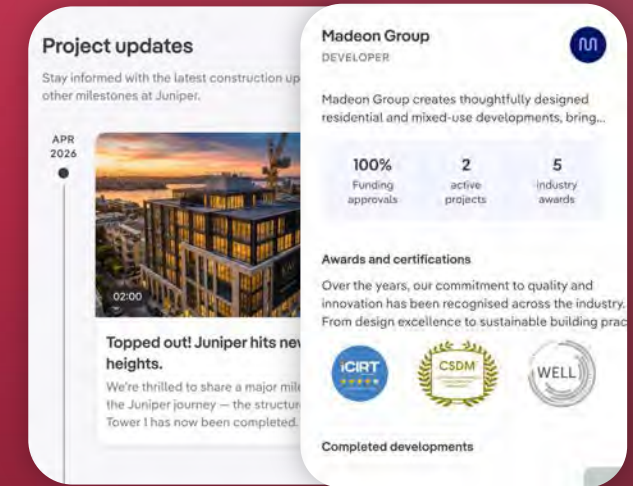


Home designs



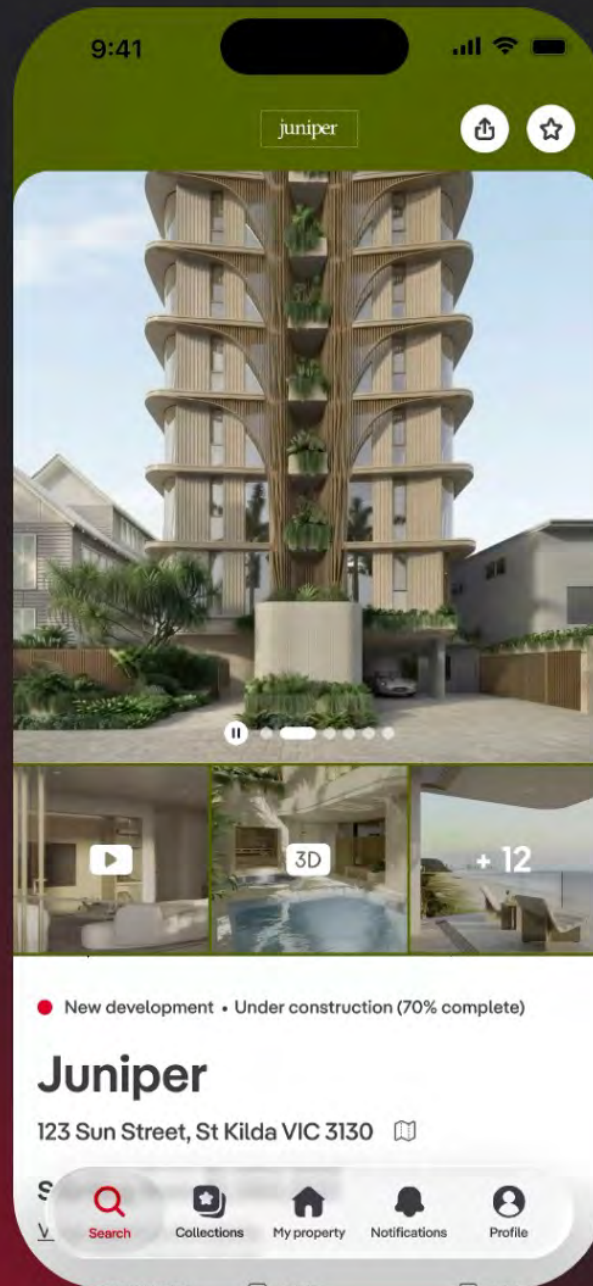
Virtual tours

Driving trust



Project updates

Credentials



Demonstration includes current products & future pipeline



Demonstration includes current
products & future pipeline



Immersive experiences turn digital discovery into real-world action

- Inspire online and help buyers experience the property
- Make the future tangible before the visit
- Turn the sales office into a natural next step
- Deliver differentiated and personalised service





Project Profiles are the listing hero, and the launchpad for high-value advertising

One Project Profile, multiple high-value campaign levers

Now



On-REA amplification
Premium visibility across REA

Now



Audience prime
In-market, high-intent buyers and beyond

Now



Off-REA extension
High-value reach beyond REA

Next



More prominence
Better exposure in search results:
visibility and leads volume

Next



AI-powered optimisation
Highly performant project content
through AI-powered optimisation

Next



Campaign intelligence
Turn interest into leads and quality
market insights

Future



Premium listing experience
Personalised, customisable and
immersive experiences

Future



Buyer nurturing
Keep high intent buyers up to date
across the journey

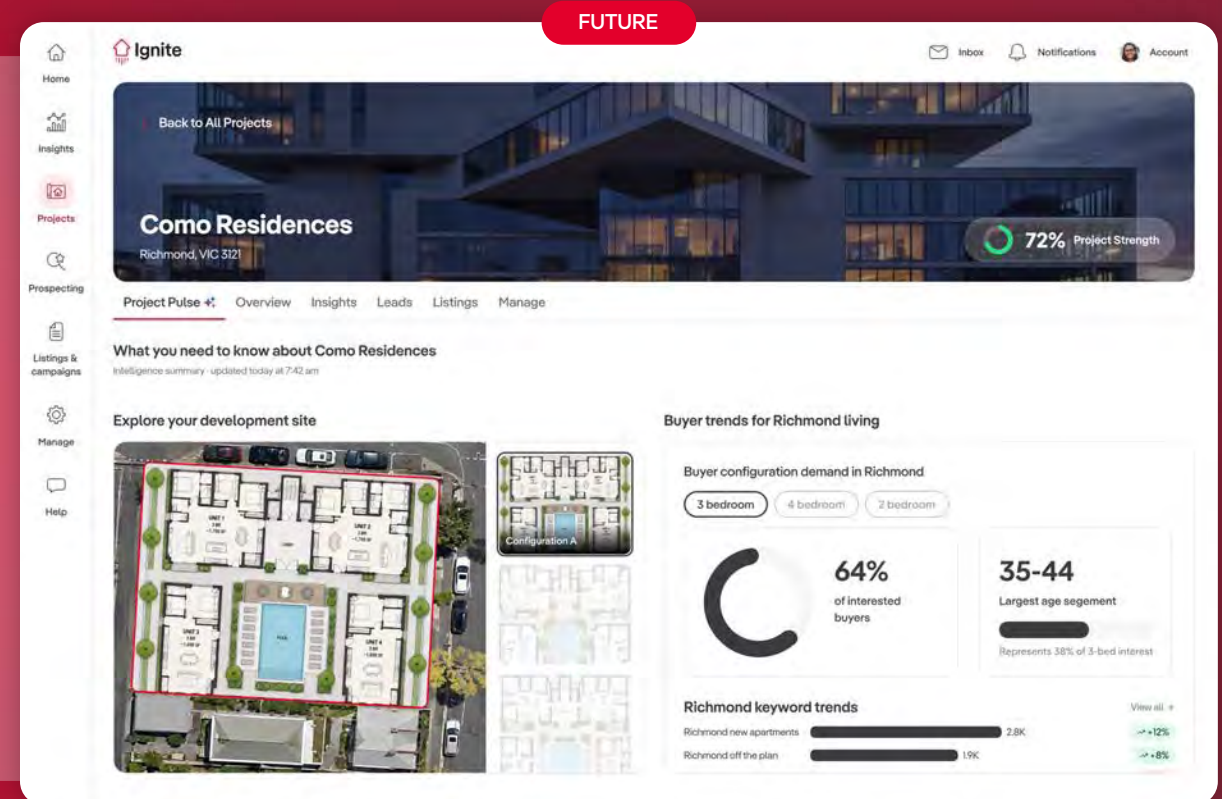




Unlock new revenue by offering value beyond advertising

Data and AI capability that drives decisions from concept to completion

- **Data & insights** informing development pipeline and product-market fit
- **Development funding** to finance projects
- **Showroom and display home experiences** connected with deposit and contracting
- **Financing solutions** and personalisation to power settlement and handover



Powered by our differentiated data and content





Leading New Homes
platform in a market
that requires better
data and demand
insights



A natural adjacency,
leveraging core
audiences and driving
powerful AI and
demand solutions



Growth paths built on
increased lead quality,
moving beyond
listings & driving value
beyond the campaign

Mission #2: Scale Our Growth Engines

Commercial

100% owned by REA Group



Investments in



Kris Matthews

Executive General Manager
Commercial and Property Data

The #1 address for Commercial in Australia



Demonstrated outcomes

2.5x

unique audience lead¹

#1

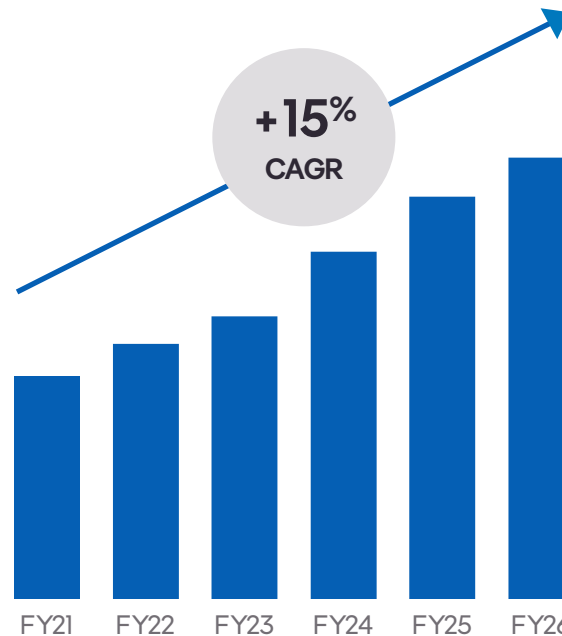
customer rating on ROI²

83%

of customers prefer
realcommercial.com.au²

Proven track record of growth

Commercial revenue



Resilient diversified portfolio

Diversified sub-segments



Diverse revenue streams



Sale



Lease

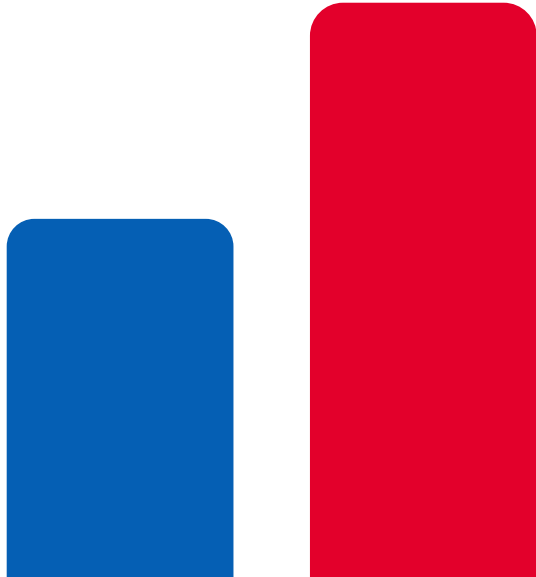
(1) Ipsos iris Online Audience Measurement Service, Aug 2026, P18+, PC/laptop/smartphone/ tablets, text only, Commercial Property Search Category, Brand Group realcommercial.com.au vs commercialrealestate.com.au, Audience (000's).

(2) Commercial Customer Sentiment Monitor 2026

Applying our proven Residential playbook

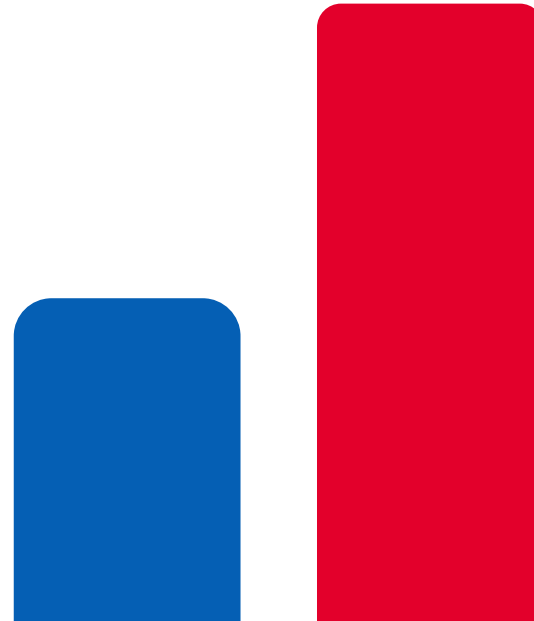


Digitisation of marketing



% of ad spend on digital channels¹

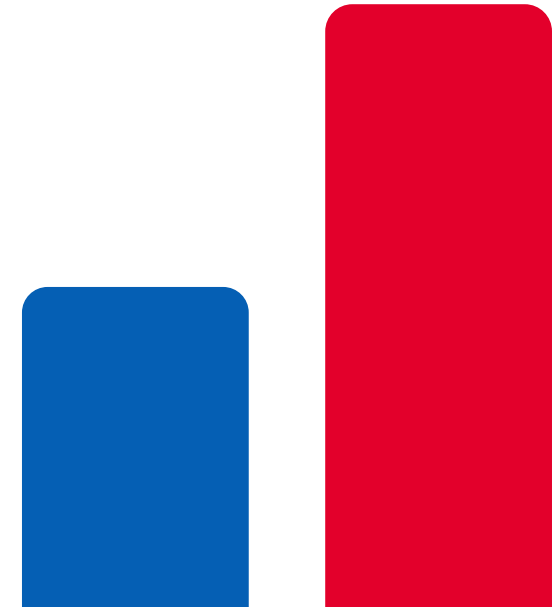
Premium depth advertising



RCA² Elite+

Resi Premiere+ buy³

Digitisation of agent workflows



% of agencies using Ignite every month³

\$350m

Commercial TAM

\$300m Commercial Advertising  realcommercial.com.au

\$50m Agent solutions  Ignite  Arealytics

~30%

Commercial revenue share of TAM

Commercial growth drivers

Deliver **more, high-quality leads** with industry-leading consumer experiences

Drive yield by delivering **advertising and workflow value** to our customers

Strengthen customer and consumer value with **proprietary data**

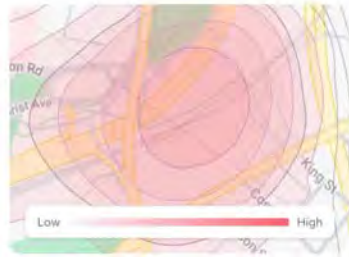


Deliver more, high-quality leads with industry-leading consumer experiences across the 30+ week journey

11 weeks
Early research

Build confidence with
Unique data & insights

Next



See what's happening in your suburbs

Sign up for access to commercial property activity across the suburbs you're watching.

9 weeks
Searching for properties

Nurture consumers with the
Consumer AI Assistant

Future

Where should we start?

- ✦ Explore commercial properties within my budget
- ✦ Find locations with high foot-traffic in the CBD
- ✦ Compare spaces with parking and loading access

Search for commercial property... ↑

4 weeks
Property evaluation

Bring the property to life with
Immersive visualisation

Live

iGUIDE

Look around the property



3 weeks
Enquiry

4 weeks
Offers

Owning

Deliver more leads with
Document Downloads

Live



Access exclusive documents

The agent has provided documents to review and download, available exclusively to qualified buyers.

Information Memorandum
PDF

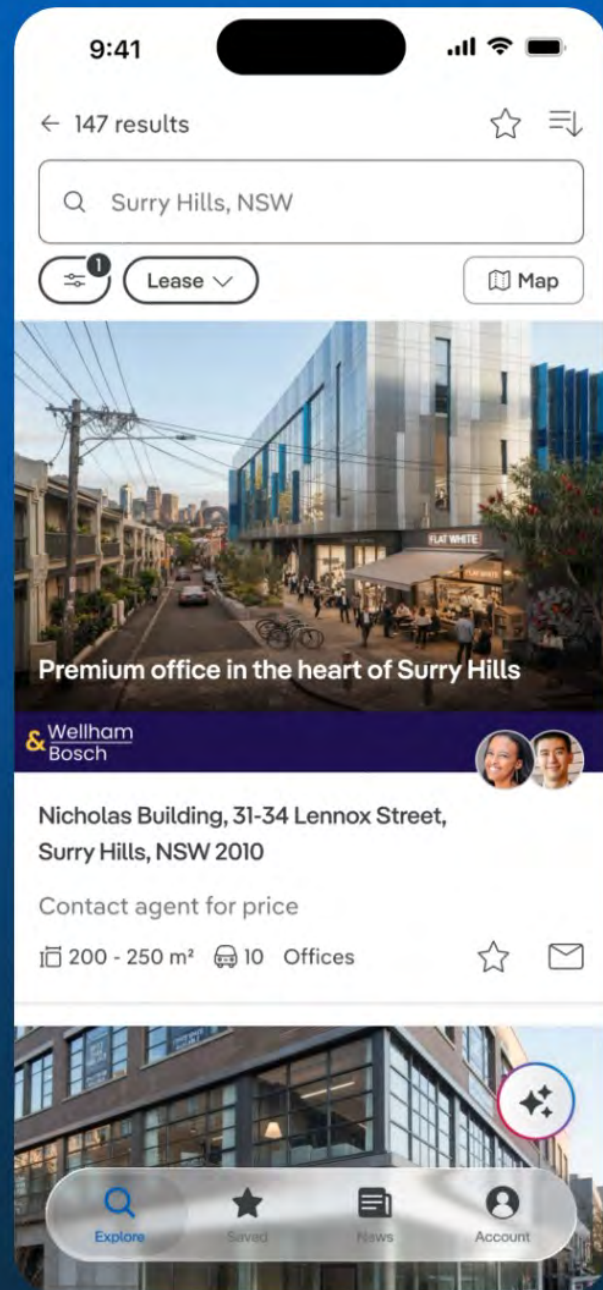
Floorplan
PDF

Sign in

Join

+46%

of enquiries for listing with Document Downloads¹



Demonstration includes current products & future pipeline

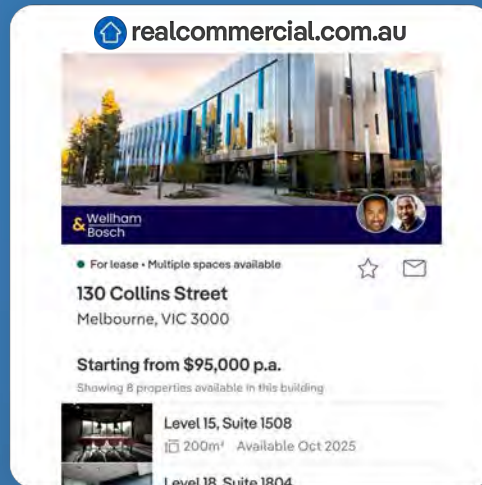


Drive yield by delivering advertising and workflow value to our customers

Drive premium depth penetration

Strengthen performance and uptake of Elite+

NEW Multi-space listings



25% of Elite+ lease listings advertise multiple spaces²

Drive add-on penetration

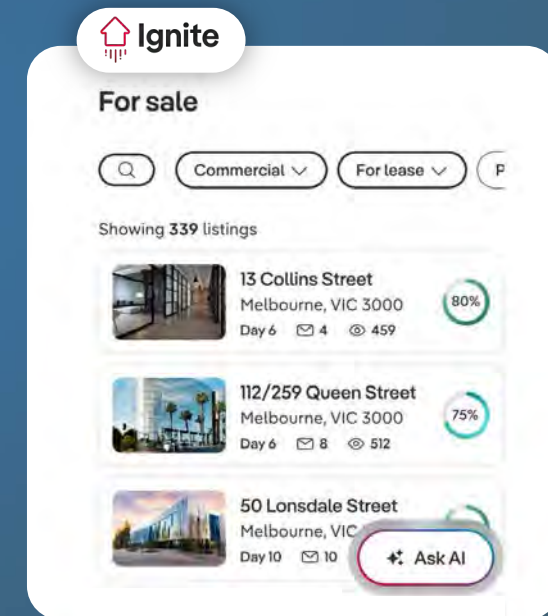
Maximise reach with AMAX¹ optimised by REA's unique data



+30% YoY RCA AMAX revenue growth³

Grow subscriptions

Greater value with AI-powered workflow solutions





Strengthen customer and consumer value with proprietary data

Strengthening subscriptions with deeper insights for customers

Customer value:

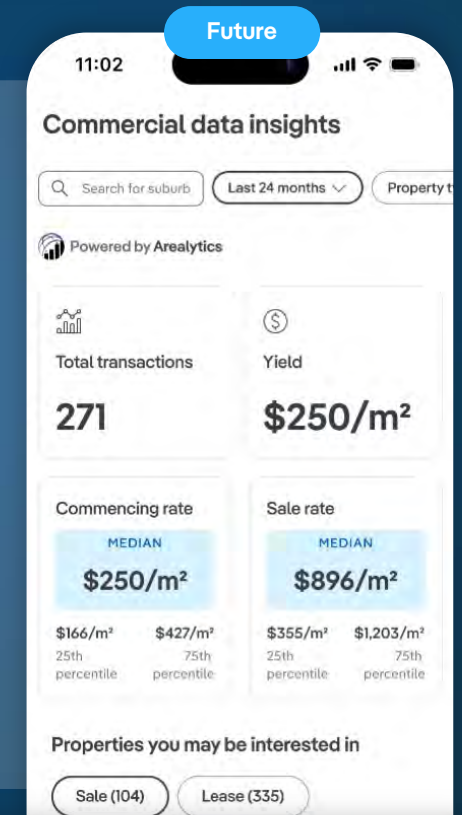
- Win more business with **buyer signals** and data on **ownership and occupancy**
- Transact confidently with data on **comparable properties**
- Understand the market with **price and yield** insights



Enriched leads through logged-in consumer experiences

Consumer value:

- Assess suitability with **property and location** insights
- Get the full picture with **sale and lease rates**
- Make better investment decisions with **yield rates**



Powered by our differentiated data and content





#1 Commercial platform
with a track record of
strong growth in a
diverse market



Applying our proven
Residential playbook to
unlock growth in
Commercial



Driving growth via new
customer and
consumer value
strengthened by our
proprietary data

Mission #2: Scale Our Growth Engines

Financial Services

100% owned by REA Group



Investments in



Anthony Waldron

CEO Financial Services

Financial Services is high-growth and diversified



Delivering double-digit revenue and EBITDA growth

\$148m

FY26 Revenue¹, +11% YoY

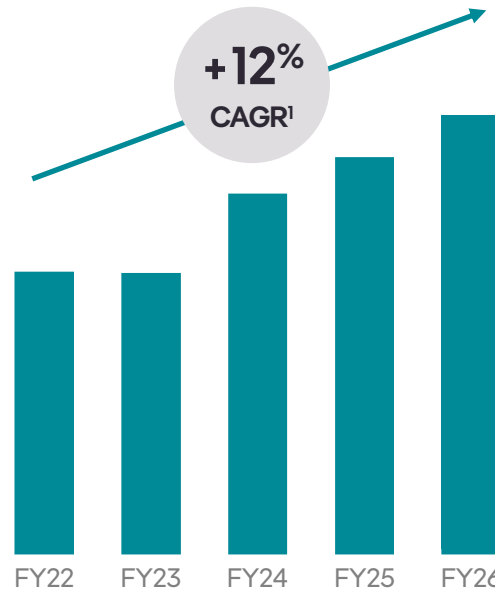
\$58m

FY26 EBITDA¹, +12% YoY

+13%

FY26 settlements growth YoY

Financial Services revenue¹



Diversified growth portfolio

For Buyers



Residential brokerage



Non-bank lender 19.9% STAKE



Commercial brokerage

For Vendors



Campaign finance provider

For Brokers



Loan origination platform
33% STAKE

For Lenders & broader industry



Data & valuations provider

(1) Including CampaignAgent (pro-forma consolidated contribution in FY22 and FY23 when CampaignAgent was an equity-accounted associate).

Financial Services is a natural adjacency to property



Consumers

 realestate.com.au  realcommercial.com.au

Driving consumers' financial confidence with expertise and innovative products



 Mortgage Choice  ATHENA  SIMPLICITY LOANS & ADVISORY

Earlier access to largest property audience in Australia

Customers & brokers

 realestate.com.au  realcommercial.com.au

Unlock value through quality leads and customer synergies (e.g. project funding)



 Mortgage Choice  PropTrack  SIMPLICITY LOANS & ADVISORY  Campaign Agent

Greater value for our shared partners

Data insights

 realestate.com.au  realcommercial.com.au

Comprehensive property data with propensity signalling



 Mortgage Choice  PropTrack

Deep behavioural consumer data and member insights

\$1.7b

Financial Services TAM

\$850m Residential mortgage broking



\$400m Commercial loan commissions



\$200m Data & valuations



\$250m Campaign Finance



~9%

Financial Services revenue share of TAM

Financial Services growth drivers

Grow **REA-sourced leads** with integrated experiences and build the Mortgage Choice brand

Build **consumer confidence** to transact

Accelerate **broker efficiency** with AI tooling

Create **value beyond mortgages** with Simplicity, PropTrack & CampaignAgent



Grow REA-sourced leads with integrated finance experiences

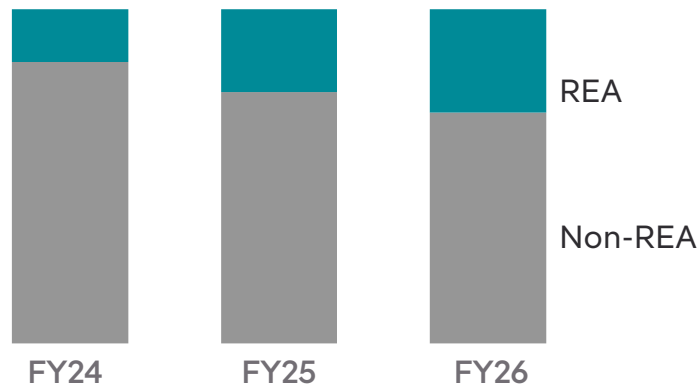
+27%

YoY growth in **realestate.com.au** leads to Mortgage Choice (FY26)¹

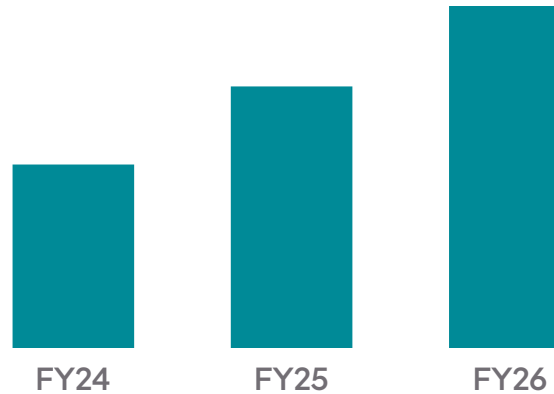
+31%

YoY growth in **realestate.com.au** sourced settlements (FY26)¹

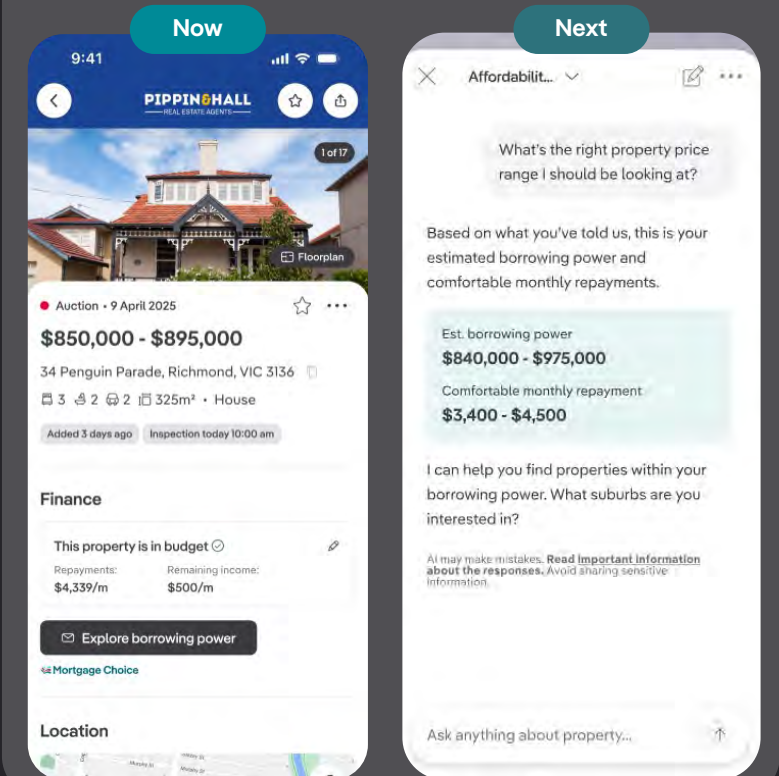
Leads by source



Settlements from REA leads



Finance experiences on realestate.com.au

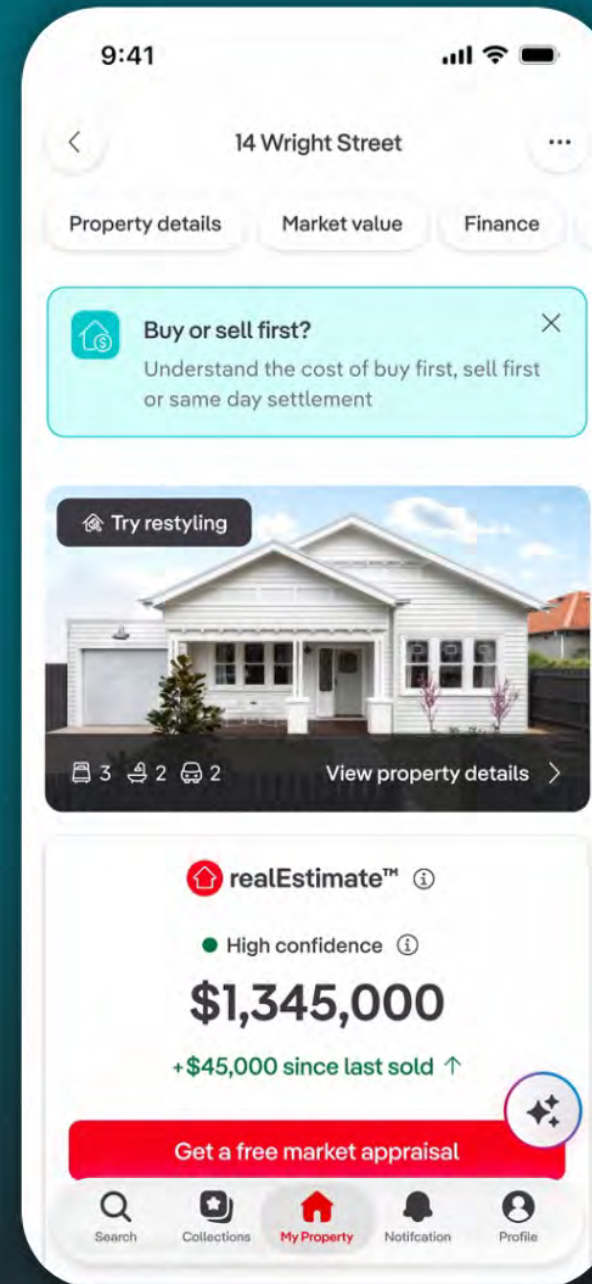


(1) REA internal data, FY24-FY26

Build consumer confidence to act

Our **Move Modeller** tool makes the buy-or-sell-first decision clearer for homeowners, giving them confidence to move forward while creating more leads for brokers

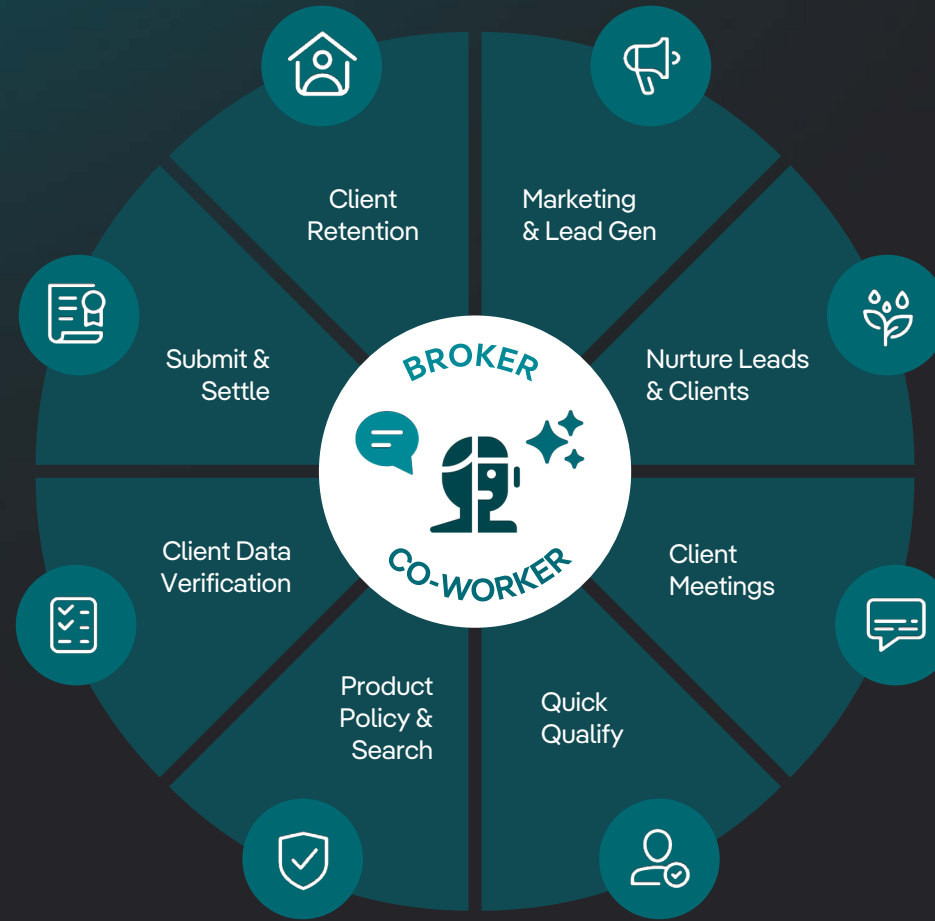
Demonstration includes current products & future pipeline





Accelerate broker efficiency with AI tooling

We are building **AI co-workers** across broker workflows to automate high-effort, repetitive tasks and improve efficiency



15

Live AI agents¹

70%+

Mortgage Choice brokers using AI tools²

30%

Time saved per loan application³

(1) Mortgage Choice internal data reflecting deployed AI agents across broker workflows as at Sep-26. (2) Based on Mortgage Choice network utilisation
(3) Estimated time saved across the loan application process using AI tools, based on observed broker effort.

We have unified data and signals across our business to improve experiences and efficiency

52%

of Mortgage Choice clients are active on REA¹

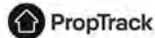
Client context

Client relationships and context allows us to actively manage clients and tailor support to their needs

	
Client	Sarah Williams
Existing loan	\$880K • 6.4%
Repayments	\$5.5K/mo
Rate competitiveness score	6

Property valuation and insights

Property reports and market insights to build client confidence

	
Property value	\$1.52M
Last sold - 2018	\$920K
Propensity to refinance score	3

Signals and intent

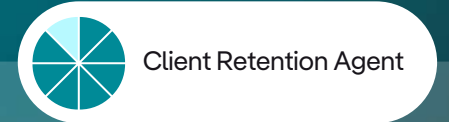
Enriched signals and intelligence help prioritise client conversations

	
Seller readiness	Mid sell stage
Seller propensity score	8
Buyer enquiry score	9

Three businesses, multiple data points, connected for the first time



Our retention agent uses this connected intelligence to help manage clients in their property journey



Our retention agents improve broker efficiency with timely insights & prompts

Client value

- Move confidently to their next home with the right support at the right time
- Access sharper rates and smarter financial choices as their needs change

Broker value

- Retain more clients by acting on timely, targeted prompts
- Grow the loan book and secure trail revenue through repeat, long-term relationships



Actionable Intelligence

Client: Sarah Williams

- ✓ Buy and sell ready
- ✓ \$600K in estimated equity
- ✓ Likely upsizing from current property

Powered by our differentiated data and content



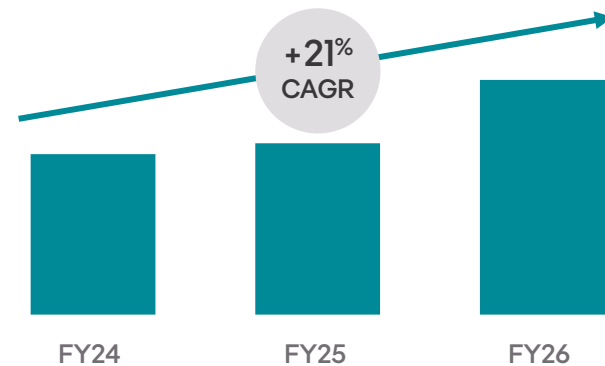
Unlock incremental growth via an adjacent service portfolio

Commercial broking

SIMPLICITY
LOANS & ADVISORY

- ✓ Large, fast-growing market
- ✓ Less tied to the residential cycle
- ✓ Unlocks new lead & referral flow

Simplicity revenue¹ (\$m)

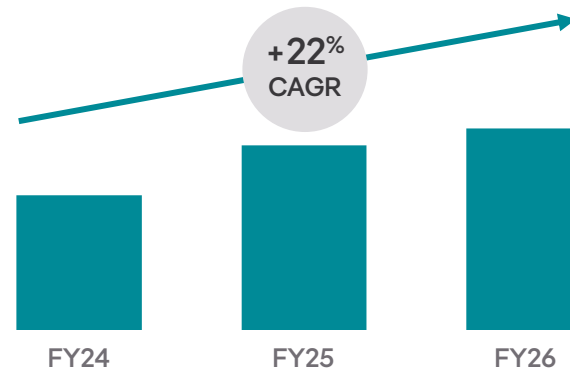


Vendor Marketing Finance

Campaign Agent

- ✓ Leading player in campaign finance
- ✓ Lending margin on every funded loan
- ✓ Tied to listings, not interest rates

CampaignAgent revenue¹ (\$m)

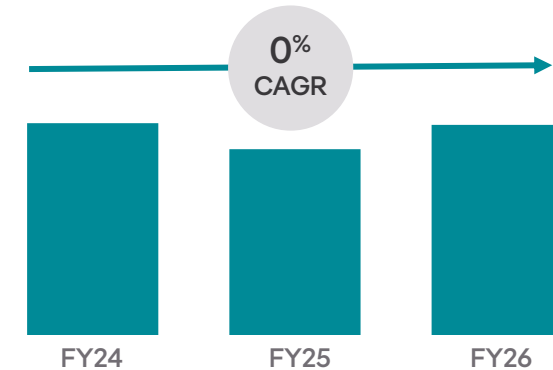


Data & Valuations

 **PropTrack**

- ✓ Strengthens REA's unique data assets
- ✓ Embedded with major lenders
- ✓ Growth opportunity beyond lenders

PropTrack revenue¹ (\$m)





Four years of double-digit compound EBITDA growth, backed by a diversified portfolio



Financial Services extends our reach across the property journey



Growth headroom across leads, AI-enabled brokers and adjacent services

Mission #2: Scale Our Growth Engines

Global Businesses

Investments in

realtor.com® iGUIDE® distilled.



Cameron McIntyre

Chief Executive Officer, REA Group



Eamonn Fallon

Chief Executive Officer, Distilled



iGUIDE and Realtor: Complementary assets in US and Canada



Canada-based proprietary camera and software platform

- Utilises AI to produce immersive **3D virtual tours**, precise **floorplans** and reliable **property measurements**
- **Australia rollout underway** – 500+ cameras in market and positive customer feedback
- **Market leader in Canada**, with 25% of homes sold in Canada featuring an iGUIDE¹

Leading US-based real estate marketplace

- **Comprehensive source of for-sale properties**, and provides information, tools and expertise to help people move through the property journey
- **Scaling AI-first consumer experiences**, including RealAssist conversation tool
- **33% share of total visits²** to all US real estate portals

 × 

Realtor accelerating iGUIDE's penetration of its \$0.6b North America TAM

Improving the portal experience to drive consumer interest

Leveraging Realtor's agent relationships for distribution and uptake

Surfacing virtual tour insights on Realtor's agent platform

distilled.



Distilled is an attractive entry point into Ireland and Northern Ireland with significant growth potential

~A\$120m

FY26 Revenue¹

~A\$70m

FY26 Adj. EBITDA¹

+21%

5-year Adj. EBITDA CAGR²



1

#1 portal in each market/category

2

Strong market fundamentals

3

Demonstrated growth with significant future potential

4

Opportunity to accelerate with REA capabilities

5

Strong strategic and cultural alignment

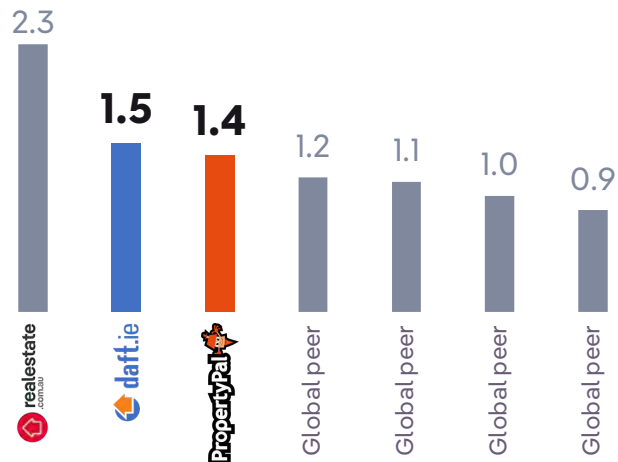


Distilled owns #1 marketplaces with strong engagement

#1

Real Estate Portals

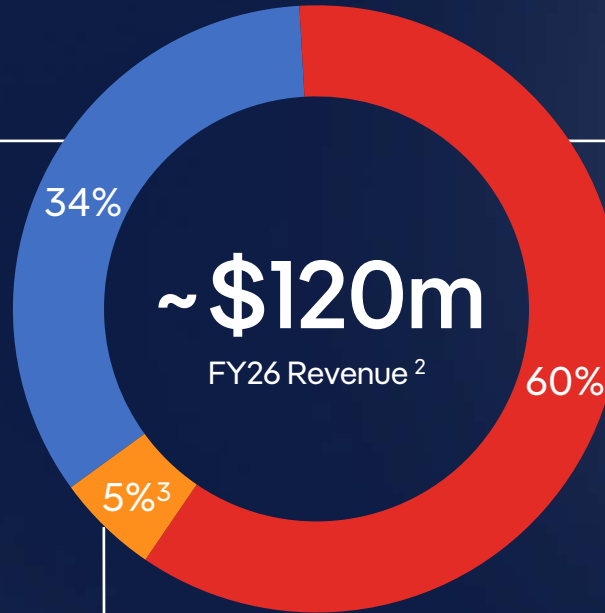
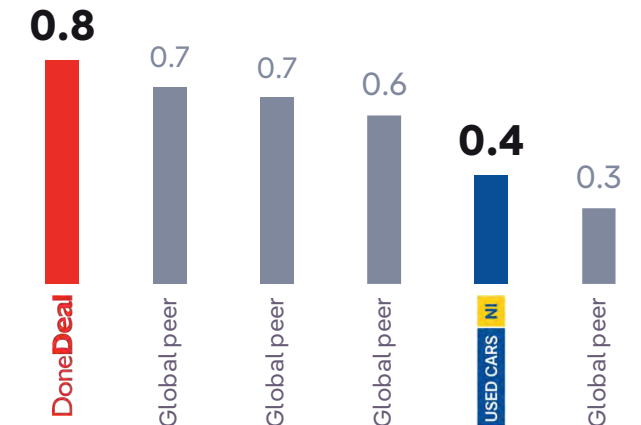
Web and app monthly visits / population¹



#1

Motors Portals

Web and app monthly visits / population¹



~\$120m

FY26 Revenue ²

#1

Horizontal Marketplace
ADVERTS



daft.ie has significant headroom for growth

Diverse revenue sources

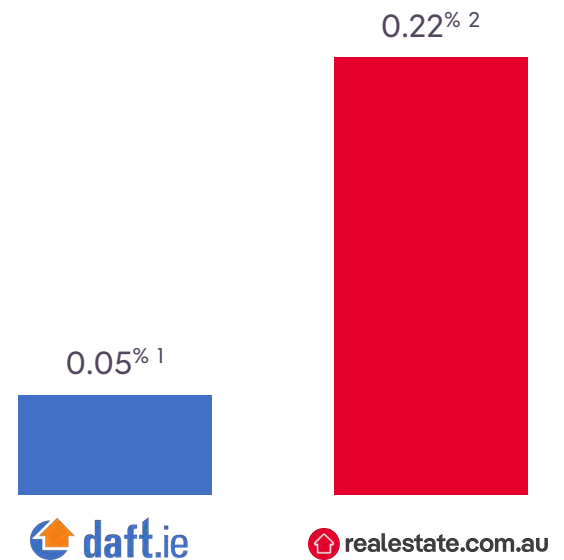
Residential (Agents, Private, Institutional Landlords)

- ~1.2k agent subscriptions
- Vendor-paid depth listing tiers and upsell products

New Homes Developers

Other: Data, Mortgages

Low listing cost relative to property prices



Average cost to advertise relative to sale price

Key growth drivers

- 1 Increase penetration of vendor-paid Advantage Ads
- 2 Drive Residential yield by delivering more value to customers
- 3 Drive New Homes volume and yield with innovation



daft.ie has momentum behind its shift to VPA

Delivering more value since 2023¹



Advantage – SILVER

Advantage – BRONZE

Standard

+6X visibility

GOLD Advantage Ads vs. standard listings²

+37% enquiries

All Advantage Ads vs. standard listings³

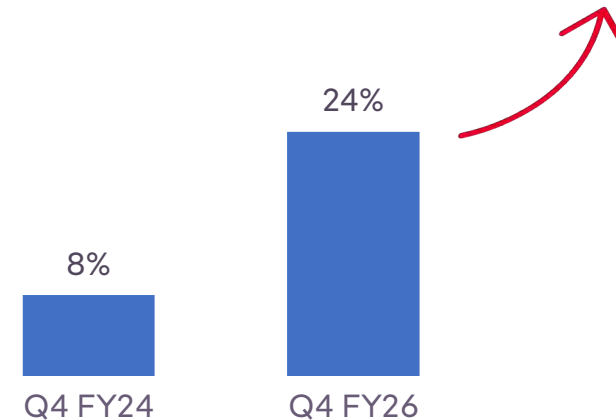
+2.6% sale price

All Advantage Ads vs. standard listings⁴

Opportunity to drive VPA penetration

Advantage adoption

 realestate.com.au

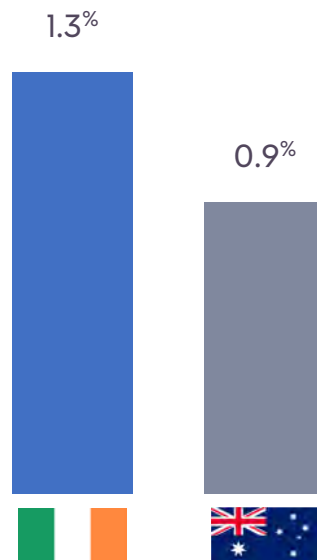




daft.ie is benefitting from macro tailwinds

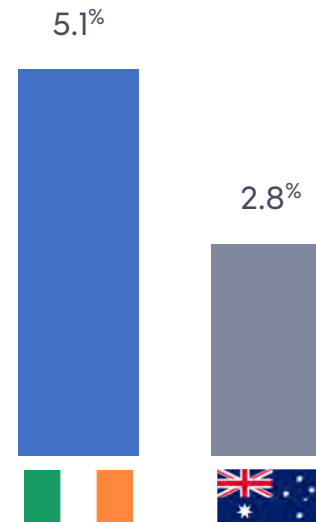
Growing population

Population CAGR; 2020-25¹



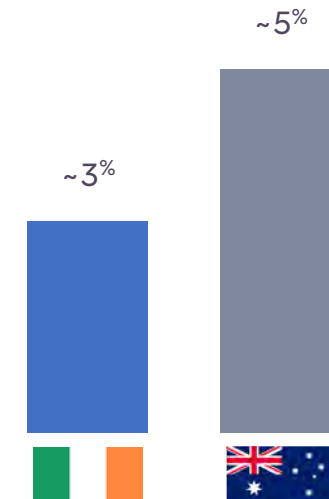
Growing economy

Real Gross National Income CAGR;
2019-24¹



Listing volume upside

Average annual housing turnover;
2020-25^{1,2}





DoneDeal offers continued growth potential

Three main revenue sources

Dealer Motor

- ~2.4k Car, Motor and Agri Dealers
- Slots-based monthly subscription and additional listing visibility and upgrade packages

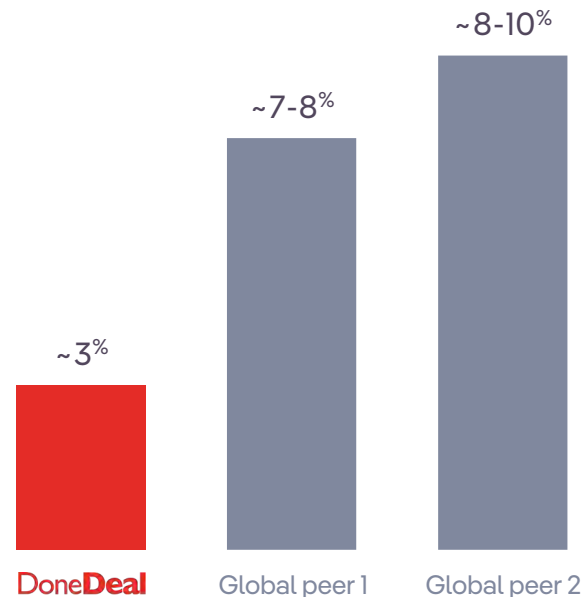
Private Motor

Fee per private listing

Other

Finance, Media, Other
Marketplace, and Data Products

Low percentage of dealer gross profits¹



Key growth drivers

- 1 Drive yield by delivering more value to customers
- 2 Increase upgrade penetration
- 3 Expand revenue pools through adjacent services



Unlocking global growth with REA collaboration



Shared product
development &
assets



Pricing,
packaging &
GTM expertise



Shared global &
agentic delivery
capability



Cross-market
management
expertise

realtor.com®

iGUIDE®

daft.ie

PropertyPal

DoneDeal

USED CARS NI

ADVERTS

Mission #3: Accelerate The Organisation

People & Technology



Elisa Nerone

Chief People & Sustainability Officer



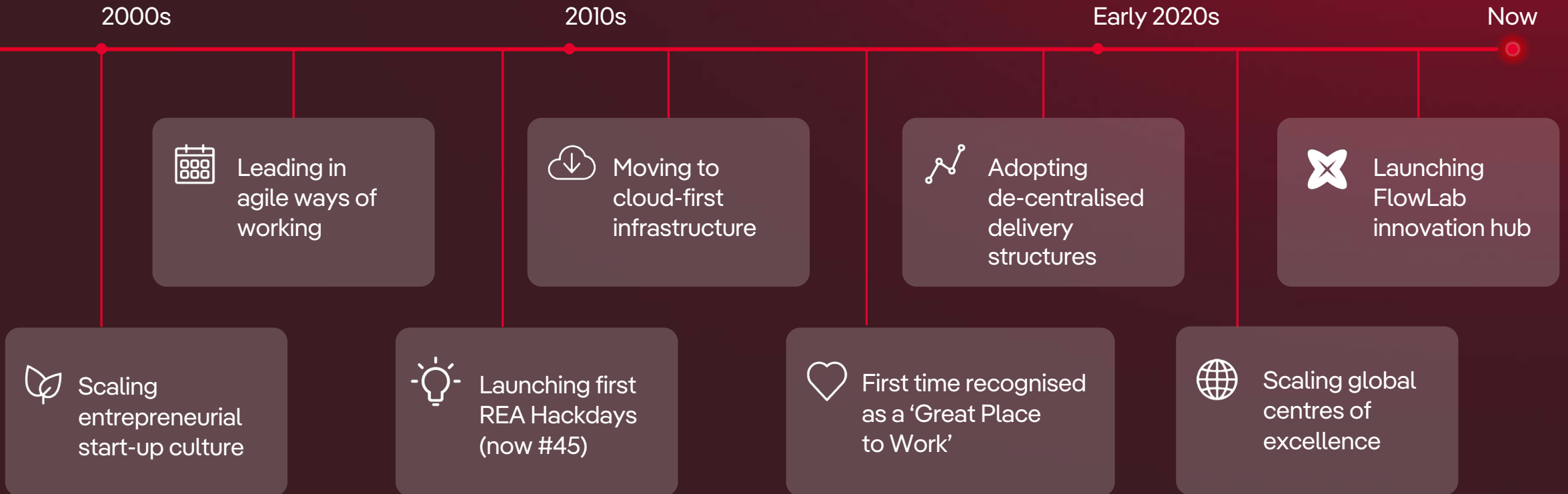
Steve Maidment

Chief Technology Officer

People & technology driving product innovation



A long history of leading through change



Dynamic culture and global talent is an accelerator

Our unique culture attracts
and retains top talent

Highly engaged

AI Ready

Top
Quartile

Employee engagement score¹

91%

Confident in recognising
opportunities to use AI²



#1 Choice for talent



With access to a
global talent pool



REA Cyber City



Global Business
Solutions

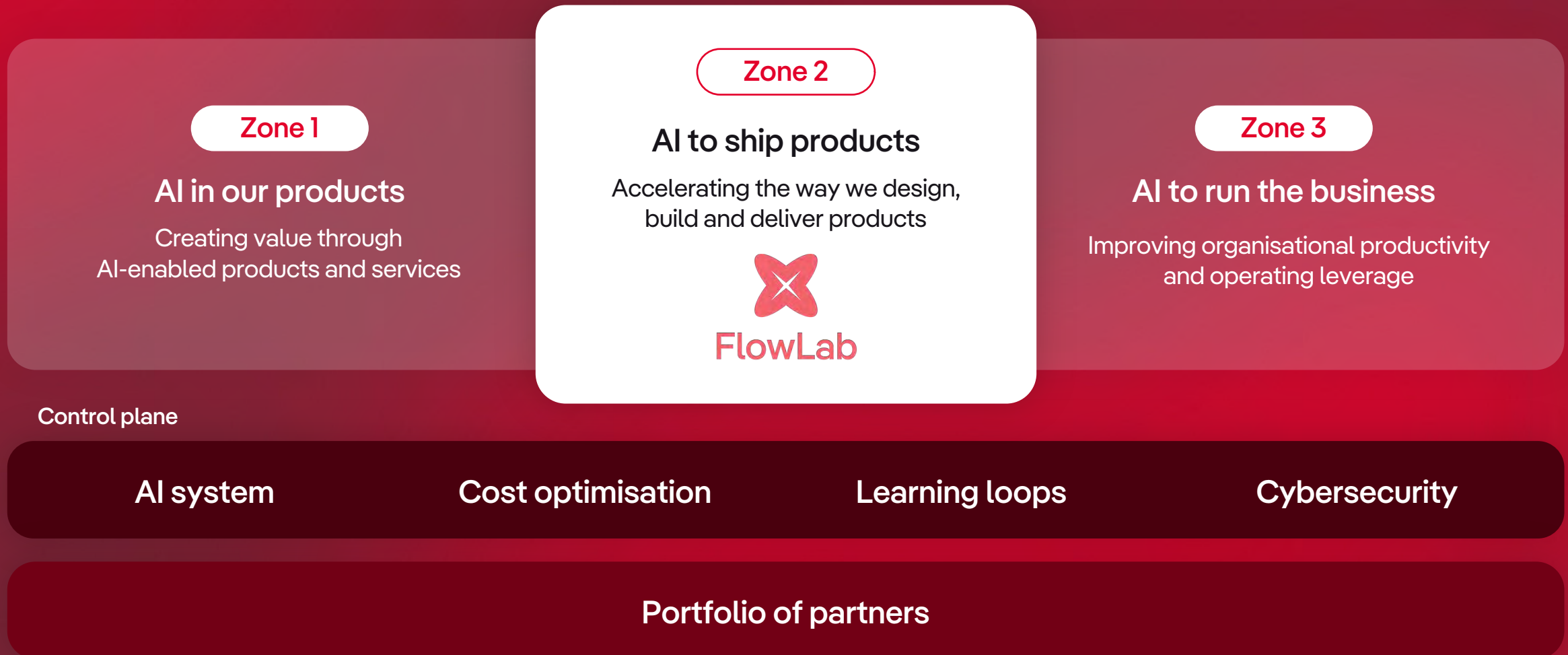
iGUIDE®

~1,900

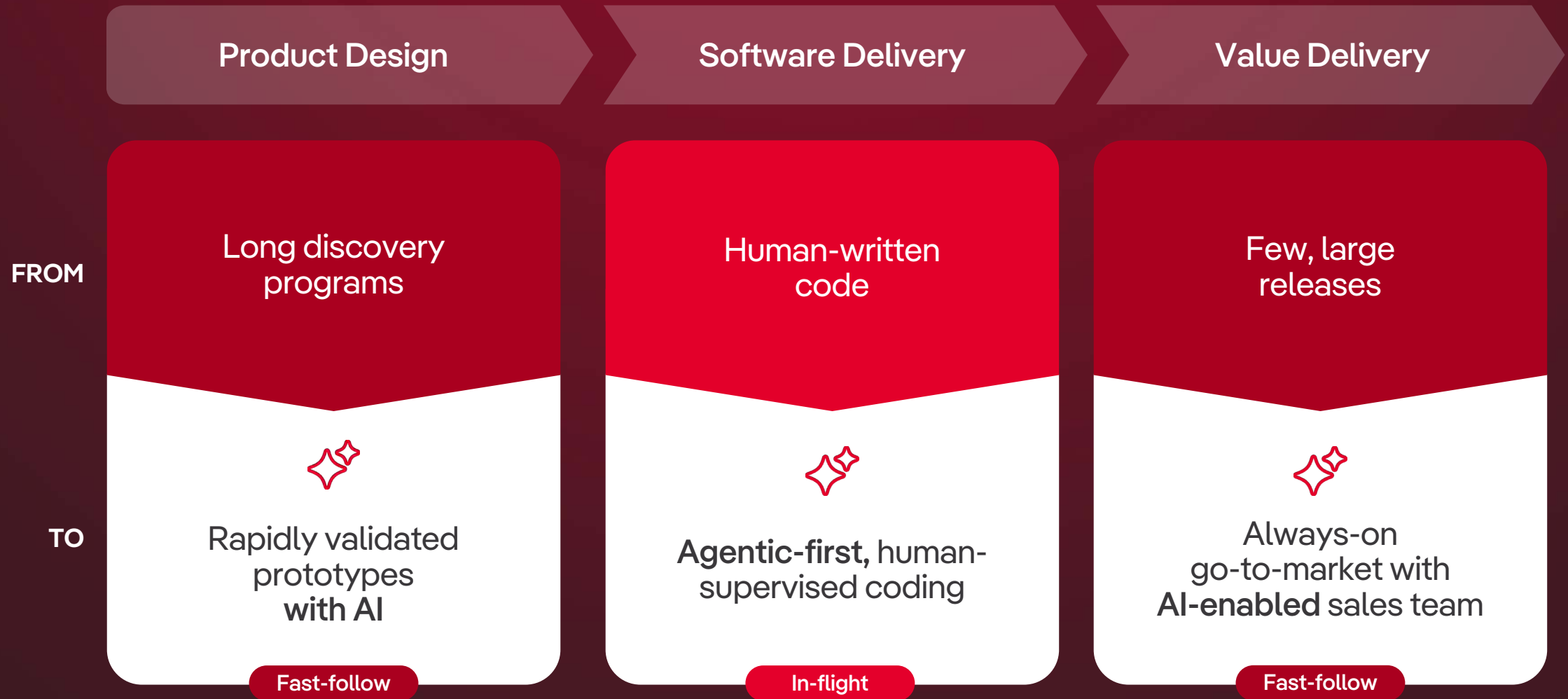
Employees³



AI is accelerating innovation from products and delivery to operations

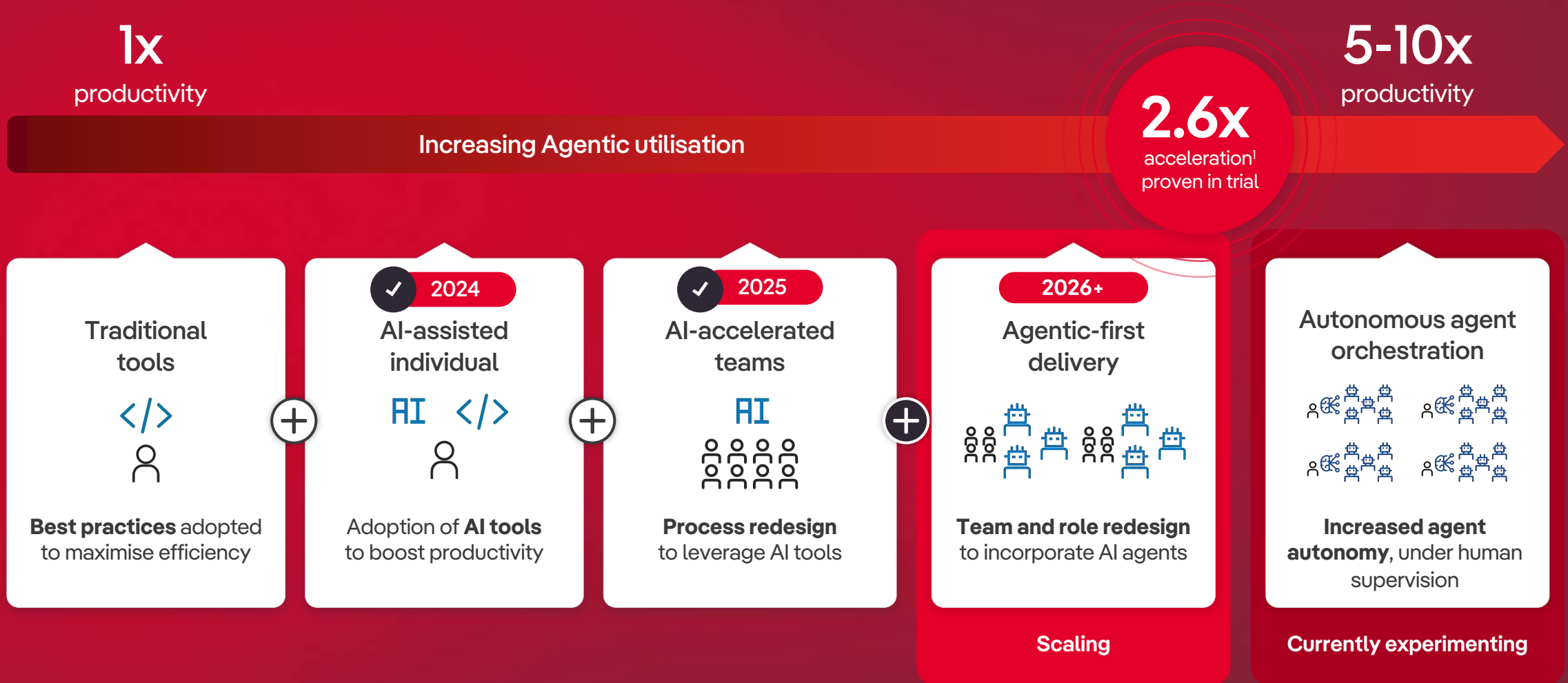


Accelerating the end-to-end product delivery cycle





Agentic-first delivery creates measurable productivity gains

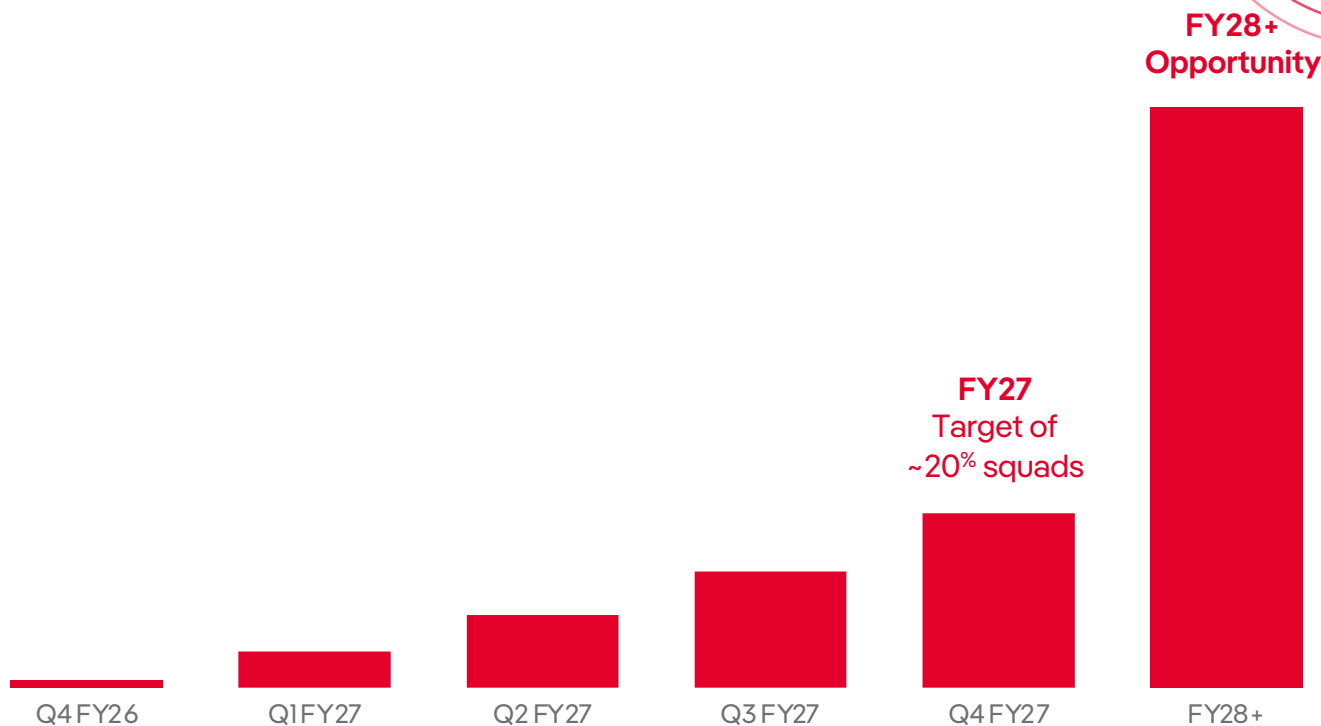


(1) Proven in trial with one agentic squad. Productivity measured by schedule acceleration i.e. work completed 2.6x faster than original schedule



Scaling Agentic-first squads to deliver more value

Cumulative agentic-first squads onboarded



Re-invest capacity into our Enterprise missions



Reinvent property experiences

Residential



Scale our growth engines

New Homes

Financial Services

Commercial

New markets



A culture of innovation,
navigating change
and reinventing how
we work



Three AI value zones
accelerating
innovation – from
products to delivery
and operations



Scaling agentic-first
delivery, unlocking
capacity to reinvest
in growth

Finance



Andrew Cramer

Chief Financial Officer

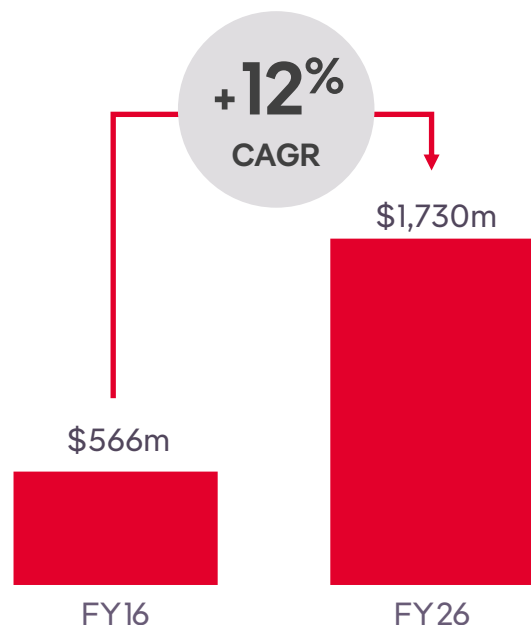
We have a history of delivering strong financial results



10+ years of double-digit revenue, EBITDA and NPAT growth

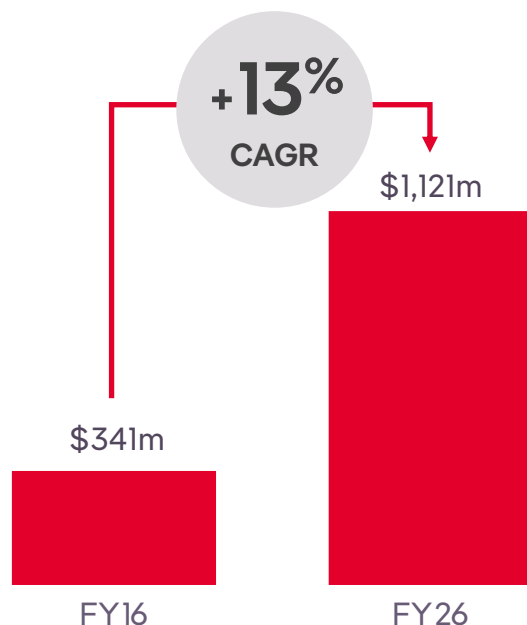
Revenue¹

Continuing operations



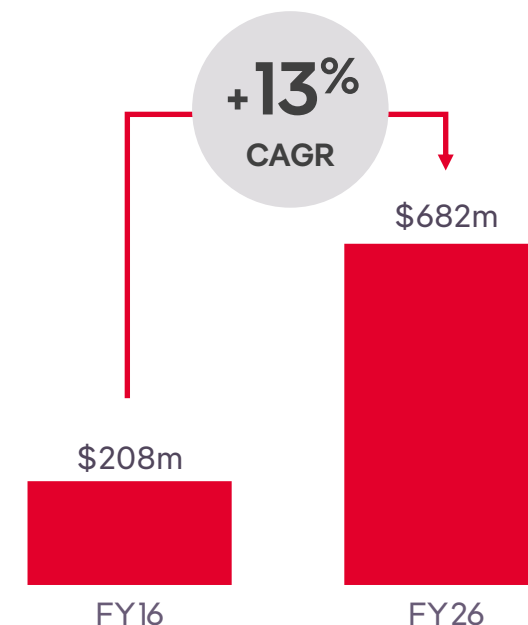
EBITDA¹

Core, continuing operations



Net Profit After Tax¹

Core, continuing operations



60% → 65%
EBITDA margin¹

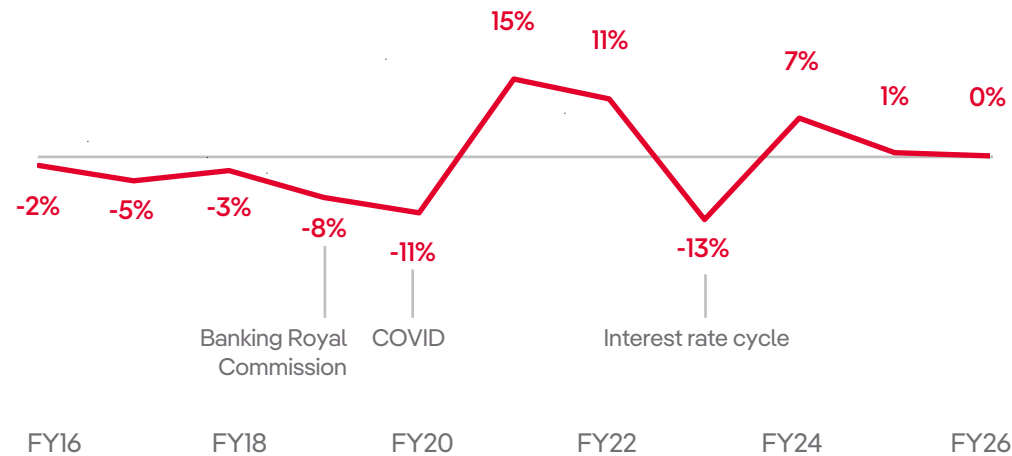
(1) Core operations are defined as the reported results adjusted for significant non-recurring items such as M&A related activity (including gains/(losses), transaction and integration costs), impairment reversal/(expense), revaluation of financial assets, restructuring costs, release of historic tax provisions, and share of associate non-core costs. Continuing operations basis is as defined at 30 June 2026. Refer to the Non-IFRS Financial Information disclaimer on page 2 for further details.

Buy listing volumes remain stable throughout the cycle



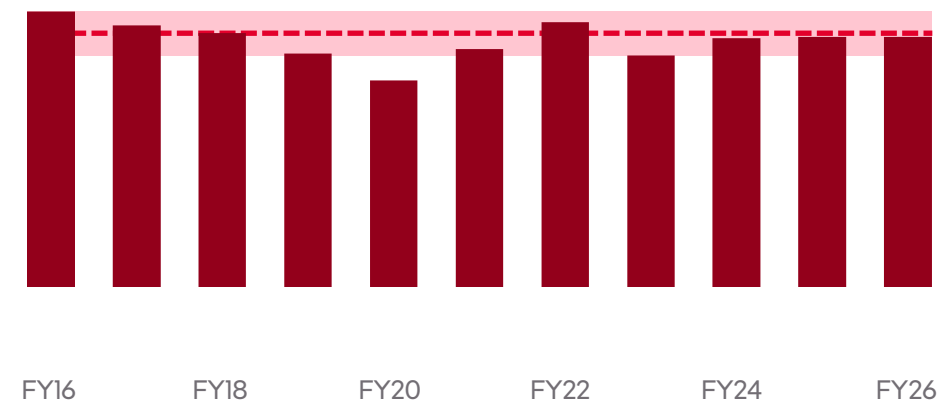
Buy listings are cyclical YoY...

National Buy Listings YoY change



... but broadly flat over the last 10 years

National Buy Listings volume

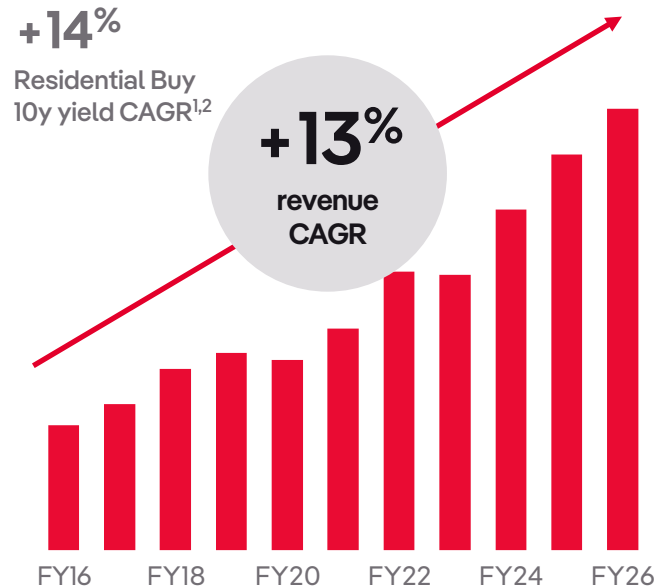




Delivered double-digit Residential revenue growth via yield expansion throughout the cycle

Yield¹ expansion is the key driver of Residential revenue growth...

Residential revenue



...underpinned by multiple growth levers

Residential revenue growth by source (FY21-FY26)



0% Listings & Geo-mix

Continued runway for growth

The cost to advertise on REA represents only

0.22%

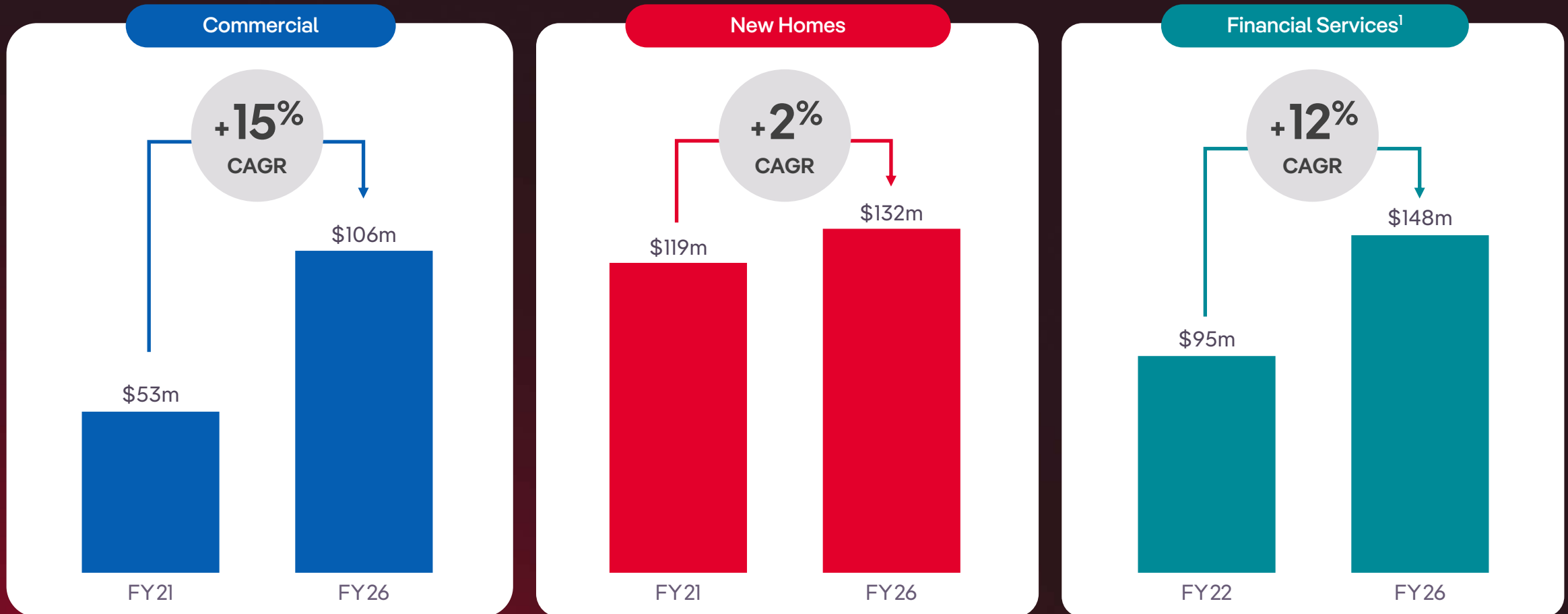
of the average sale price³

43%

of the marketing schedule⁴

(1) Buy Yield defined as revenue per Buy listing, driven by price, depth (including geographical mix), add-ons and subscriptions. Yield excludes deferred revenue. (2) Residential buy yield growth FY16-26. (3) FY26, REA residential Buy depth plus advertising add-ons (incl. GST) as % of mean property price (ABS mean Cat 6432.0). (4) FY26, REA internal data.

Three key adjacencies now each generating over \$100m revenue across a diverse range of complementary markets



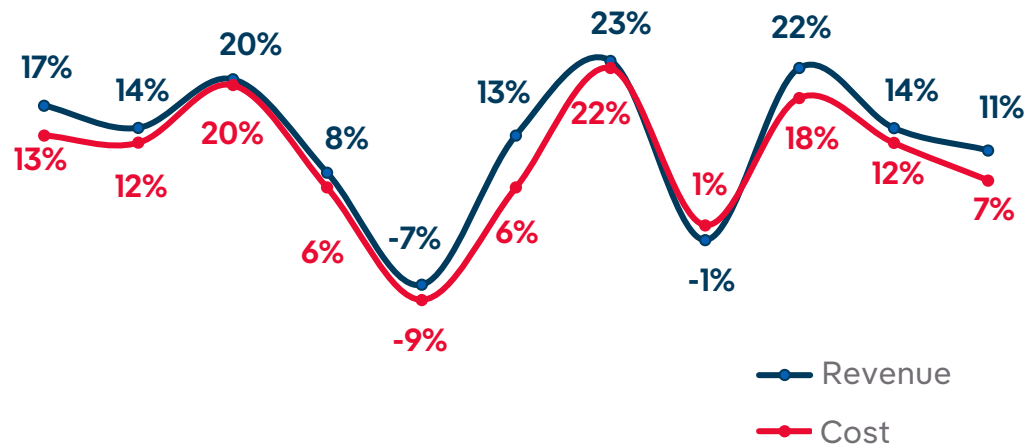
(1) Includes CampaignAgent, FY22 used as comparison based on Mortgage Choice acquisition year.

We have a track record of cost flexibility and optimisation through all market conditions



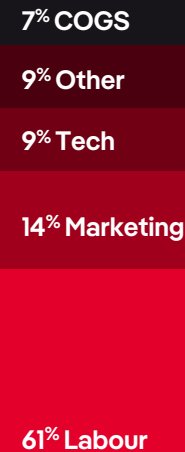
Australia Revenue vs Opex growth¹

Core operations



FY16 FY17 FY18 FY19 FY20 FY21 FY22 FY23 FY24 FY25 FY26

Australia Opex



FY26

Productivity optionality

Global Business Solutions

REA Cyber City

Centres of Excellence

News Corp

Tech & Marketing

Scale

FlowLab

Zone 3
AI for the Business

AI capability

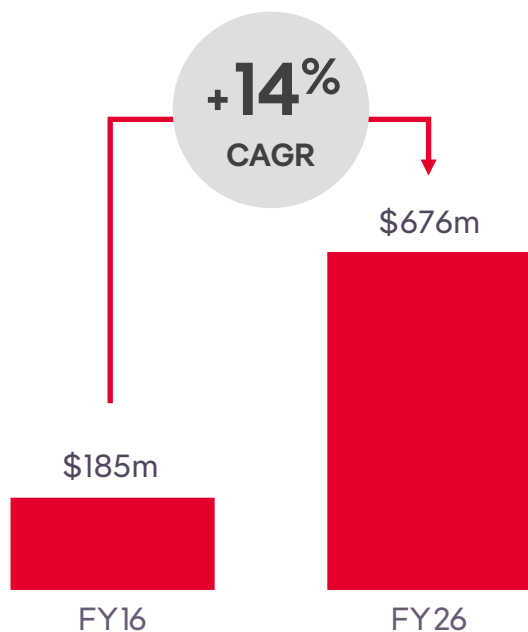
(1) Core operations are defined as the reported results adjusted for significant non-recurring items such as M&A related activity (including gains/(losses), transaction and integration costs), impairment reversal/(expense), revaluation of financial assets, restructuring costs, release of historic tax provisions, and share of associate non-core costs. Refer to the Non-IFRS Financial Information disclaimer on page 2 for further details. Includes the impact of M&A transactions being the acquisitions of Flatmates (May '16), Smartline (Jul '17), PropTrack (Jun '18), Mortgage Choice (Jun '21), CampaignAgent (Jul '23), Realtair (Jun '24), and Simplicity (Jun '26).

Earnings are highly cash generative, allowing both reinvestment to drive growth and strong shareholder returns



Free Cash Flow¹

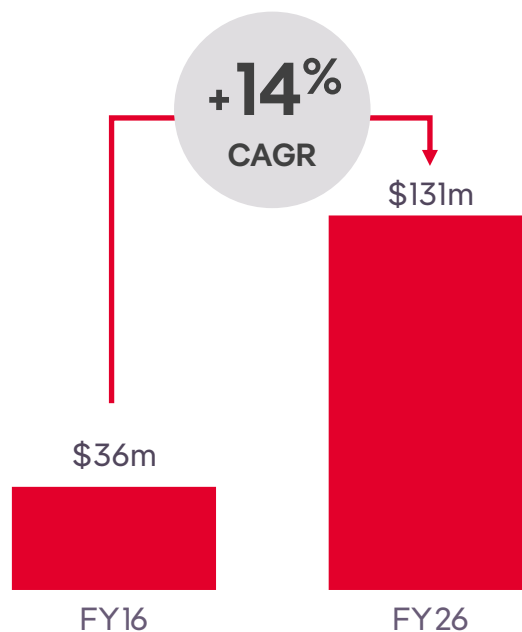
Continuing operations



95% → 95%
Operating Cash Conversion^{1,2}

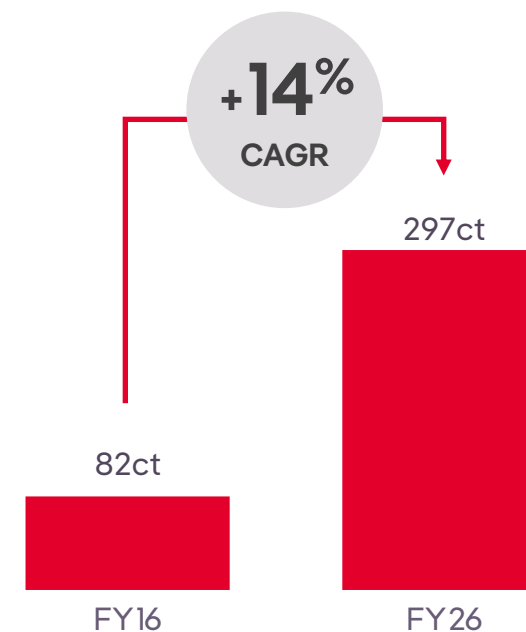
CAPEX

Australia, excl. fit outs



6% → 8%
CAPEX / Revenue¹

Dividends per share



\$107m → \$390m
Dividends³



FY27 Outlook

- 1 New Buy listings down low single digits
- 2 Low double-digit controllable residential buy yield growth
- 3 Target operational margin expansion
- 4 Group & Australia costs to increase mid-single digits (excl. M&A)
- 5 Group costs to increase by mid to high single-digits (incl. M&A)
- 6 Losses from associates anticipated to improve in FY27 vs FY26



Financial aspirations and value creation strategy

Through-the-cycle targets

Growth

Scale & capture value across portfolio of growth engines

Double-digit controllable yield growth

Double-digit
revenue growth

Earnings

Cost flexibility to respond to changing market conditions

Operating margin expansion

Double-digit
EBITDA growth

Capital management

Fully franked dividends with flexibility for additional shareholder returns

Strong free cash flow growth and capex 7-9% of revenue

Maximise
long-term
shareholder returns



Track record of strong
financial results
through all market
conditions



Highly cash generative
earnings funding
investment &
shareholder returns



Double-digit revenue
& EBITDA through the
cycle guidance
reaffirmed

Q&A Panel #2



Cameron McIntyre
Chief Executive Officer



Andrew Cramer
Chief Financial Officer



Anthony Waldron
CEO Financial Services



Eamonn Fallon
Chief Executive Officer
Distilled



Elisa Nerone
Chief People & Sustainability
Officer



Jarrod Scott
Executive General Manager
New Homes



Jonathan Swift
Chief Product Officer



Kris Matthews
Executive General Manager
Commercial and Property Data



Steve Maidment
Chief Technology Officer



Investor proposition

Building on 30+ years of strong growth

1

#1 with clear value runway to grow the core Residential business

2

Portfolio of growth engines with well-defined plans to capture value

3

Proven innovator with a unique edge – relationships, data and outcomes – to lead in the AI era

4

Strong cash generation and balance sheet to fund growth



REA Group