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ASX Release

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RateMyAgent Appoints SaaS and M&A Veteran Michelle Sheehan as New CFO and Company Secretary

RateMyAgent PTY LTD (ASX: RMY, “RMA” or the “Company”) is pleased to announce the appointment of Michelle Sheehan as the Company’s CFO and Company Secretary effective October 23, 2025.

Sheehan is a strategic financial leader with an extensive background in high-growth SaaS, corporate governance, mergers and acquisitions (M&A), and advertising. Ms. Sheehan began her career with KPMG in South Africa and has over twenty years of commercial and financial leadership in the UK and Australia, most recently serving as CFO of global gaming company Livewire, guiding the company from startup through its scaling phase. She also played a critical leadership role in the successful sale of DGIT to CSG (NASDAQ: CSGS), where she was CFO.

“We are thrilled to welcome Michelle to the RMA leadership team," said Jim Crisera, CEO of RateMyAgent. "Her proven track record with high-growth SaaS companies, deep familiarity with the US market, and expertise in M&A integration and strategic financial planning will be invaluable as we continue to execute our global growth strategy and strengthen our financial position.”

Michelle Sheehan will start this role immediately and said, “The PropTech sector presents an immense global opportunity, and RMA's recent acquisition of Curated Social in the US coupled with strong early results from the US rollout shows it is uniquely positioned to become a market leader. I am eager to help optimize our financial and growth strategies to maximize this incredible potential."

Chairman, David Williams said, “I am excited that Michelle brings us a skillset at the very same time we are rolling out our new strategy to agents and brokerages.”

Effective October 23, 2025, Michelle will replace Prateek Munjal, who has resigned from the Company.

The Board would like to thank Mr. Munjal for having helped transform RMA’s financial performance, capped off by delivering its first full year of positive cash flow from operations.

“Prateek has played an important role in the financial stewardship for RMY,” said Jim Crisera, CEO of RMA. “On behalf of the company we sincerely wish him the best in the future.”

This announcement was authorised for release by the Chairman of RMA Global Limited.

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