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Renowned to Automatically Supercharge Agent Exposure

RateMyAgent PTY LTD (ASX: RMY), “RMA” or the “Company” today announced it has rebranded globally under the name **Renowned**. This new brand, launching today, unites two of the industry’s most proven and trusted platforms – RateMyAgent and Curated Social – into one powerful, integrated package. The acquisition of Curated Social in the US and the combining of it with RateMyAgent will significantly increase the visibility of agents on social media and their communities. Renowned offers a suite of products designed to power Local Expert Marketing that will enable real estate agents to win more listings by staying visible, building trust, and demonstrating local expertise – **automatically**. RateMyAgent will continue to be used by consumers to research, identify, and leave reviews for agents.

“Renowned offers a range of products that will establish our agents as the go-to local expert in property markets,” said Jim Crisera, CEO of Renowned. “This change represents an expansion of our addressable market that will drive revenue through improved agent acquisition and loyalty. It will also help to accelerate our sales to large brokerages, especially in the US.”

Local Expert Marketing is an umbrella that helps agents earn trust, build visibility, and become the inevitable choice in their market. Renowned is a platform that attracts new clients for our agents, rather than agents chasing leads. Renowned’s products ensure an agent stands out, showcasing their value in their local market through verified reviews, performance data, and hyperlocal insights across the social media channels that matter.

Chairman David Williams said, “RateMyAgent gives agents a hit when they list or sell a property and another when they get a customer review. The expanded product range with the integration of Curate Social will feed a lot more agent data and local area knowledge into social media... and **automatically**. The expanded agent exposure will drive growth through new brokerage partnerships in the US as well, increased conversion of Freemium users to paying customers in the US, Australia and New Zealand.”

Learn more about Renowned and its suite of Local Expert Marketing solutions at renowned.com.

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

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