

ASX Announcement

RMA Global Limited
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Growth in North America from Strategic Pivot

The success of RMY has had in Australia has come from signing individual agents and not whole brokerages. The US has over 1.4 million agents. The prize in the US is much bigger but the task more daunting compared with Australia with only circa 50,000 agents.

THE US PIVOT

We transitioned to our US dedicated brokerage-focused sales and support model early in the year. Our team is now targeting the top 1,000 brokerages, representing more than 700,000 agents. Feedback from this market was strong throughout the second half of the year, and we continued to bring on new brokerages – including RE/MAX, signed in Q3 for their 75,000 agents, and Century 21 in Canada, closed in Q4 for their 10,000+ agents. For networks such as RE/MAX we then use their imprimatur to sign the agents under their umbrella to premium offerings.

Collectively, our brokerage wins during the second half of the year delivered:

- Wholesale deals closed with over 130 brokerages and teams
- Over 70% of these deals added revenue under multi-year contracts
- Over 70% of the revenue added included Social Studio, from our Curated Social acquisition
- Total contract value in excess of A\$3.5m, to be recognized over the life of these contracts

Following the RE/MAX signing in Q3, we began rolling out the base review package at the end of Q4. That rollout will continue and expand through the first half of FY27, with our premium offering – including our full review marketing distribution capabilities – following close behind.

Given our steady progress signing brokerage deals, the long-term multi year nature of these relationships, and the meaningful upside in our larger network deals, we are well positioned for continued success in the US market.

In FY27 we hope to report continued growth in our momentum with wholesaler brokerage and additional network deals as a precursor to sign individual agents under each of these umbrellas.

Authorised for release by the Board of RMA Global Limited.

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