

ASX Announcement
15 June 2021

**REA Group to partner with software provider Simpology
to accelerate financial services strategy**

REA Group Ltd (ASX:REA, "REA") today announced that it has acquired a 34% interest in Simpology Pty Limited ("Simpology"), a leading provider of mortgage application and e-lodgement solutions for the broking and lending industries.

The \$15m consideration for the transaction has been funded from the Group's existing cash reserves. REA will take two seats on Simpology's Board.

Simpology is an Australian company focused on increasing the efficiency of the mortgage application process. It provides mortgage application and e-lodgement solutions to lending and broker partners across Australia and New Zealand. Simpology's products enable brokers to seamlessly lodge home-loan applications directly into lenders' back-end systems.

In addition to REA's March announcement on the proposed acquisition of Mortgage Choice Limited, this investment further accelerates the Group's financial services strategy. The strategic alliance with Simpology enables REA to provide consumers with greater choice and simplicity when navigating their home loan options. It will also deliver productivity improvements to REA's broker network through higher quality loan submissions, resulting in less re-work, faster loan approval times and streamlined business operations.

REA Group Chief Executive Officer, Owen Wilson commented: "REA's investment in Simpology reinforces our commitment to delivering the best end-to-end mortgage application solution for consumers, our brokers and their clients.

"Simpology has deep integrations into over 30 lenders and over 12,000 brokers. Our partnership will provide a step-change in the loan selection and digital application experience that REA can deliver to the 12 million Australians who visit realestate.com.au each month," concluded Mr Wilson.

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The release of this announcement was authorised by REA Chief Executive Officer, Owen Wilson.





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 [Spacely](http://Spacely.com.au), a short-term commercial and coworking property website. REA Group owns Smartline Home Loans Pty Ltd, an Australian mortgage broking franchise group, and PropTrack Pty Ltd, a leading provider of property data services. In Asia, REA Group owns leading portals in Malaysia (iproperty.com.my) and Hong Kong (squarefoot.com.hk), a prominent portal in China (myfun.com) and a leading property review site in Thailand (thinkofliving.com). REA Group holds a controlling interest in India's Elara Technologies Pte. Ltd, which operates the established brands of Housing.com, Makaan.com and PropTiger.com. REA Group also holds a significant shareholding in property websites realtor.com in the US, 99.co and iproperty.com.sg in Singapore and rumah123.com in Indonesia.