

PROPTECH GROUP

ASX:PTG

Software solutions the real estate industry depends on – all day, every day

2022 Annual General Meeting



Important Information

General

This presentation should be read together with PropTech Group Limited's (PropTech Group) annual report for the 12 months ended 30 June 22, prior annual and half year reports, its quarterly cash flow statements and other market releases on the ASX.

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It is believed that the expectations reflected in these statements are reasonable, but they may be affected by a variety of variables and changes in underlying assumptions which could cause actual results or trends to differ materially, including but not limited to general economic conditions in Australia; exchange rates, and competition in the markets in which PropTech Group does and will operate and the inherent regulatory risks in the businesses of PropTech Group.

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Any projections or forecasts included in this presentation have not been audited, examined or otherwise reviewed by the independent auditors of PropTech Group. Unless otherwise stated, amounts are based on IFRS and are in Australian Dollars. Certain figures may be subject to rounding differences. Any market share information in this presentation is based on management estimates based on internally available information unless otherwise indicated.

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Financial Information

This presentation includes non-IFRS financial measures which PropTech Group believe provides useful information to for the readers to assist in understanding PropTech Group financial performance.

Due to rounding, numbers in this presentation may not precisely reflect the absolute number.

All currency amounts are in Australian dollars, unless otherwise stated.

Board of Directors



SIMON BAKER
 Non-Executive Chairman

Former Managing Director and CEO of REA Group (REA.ASX) and led market capitalisation from \$8m to \$1 billion over seven years. Chaired iProperty Group (IPP.ASX) and Mitula Group (MUA.ASX)



GEORG CHMIEL
 Non-Executive Director

Former CFO and GM International over six years at the REA Group (REA:ASX) and Managing Director / CEO of iProperty Group (ASX:IPP). Currently the Chair of Juwai-IQI and multiple ASX NED



JOE HANNA
 Managing Director and Chief Executive Officer

Over 24 years PropTech experience as a multi time founder, investor, ASX director (over 6 years including MUA:ASX) and ASX listed Group CEO (over 3 years)



SAM PLOWMAN
 Non-Executive Director

A fintech and proptech innovator who has spearheaded online initiatives for NAB, ANZ, and Fairfax.



SCOTT WULFF
 Executive Director and General Manager – VaultRE

Co-founder since 1997 of two long-time leading real estate CRM systems in Australia.

Update on the Proposed Transaction

PropTech Group has entered a Scheme Implementation Deed to be acquired by MRI

Sam Plowman
Non-Executive Director

Scheme Implementation Deed Summary

- PTG has entered a Scheme Implementation Deed with a wholly owned subsidiary of US based MRI Software LLC
- It is proposed that MRI will acquire 100% of PropTech Group
- PropTech Group shareholders would receive A\$0.60 cash per share
- Implied equity value of approximately A\$93.4 million
- Attractive premium of 131% to the last closing price
- Shareholders anticipated to vote on the Scheme in early February 2023. Subject to conditions being satisfied, the Scheme is likely to be implemented in February 2023
- The 100% cash consideration provides shareholders with certainty of value and the opportunity to realise their investment in full
- PropTech Group's Board unanimously recommends that PropTech Group shareholders vote in favour of the Scheme in the absence of a Superior Proposal and subject to the Independent Expert concluding that the Scheme is in the best interests of PropTech Group shareholders
- Each PropTech Group Director intends to vote in favour (representing approximately 19% of issued capital)

Key FY 2022 Highlights

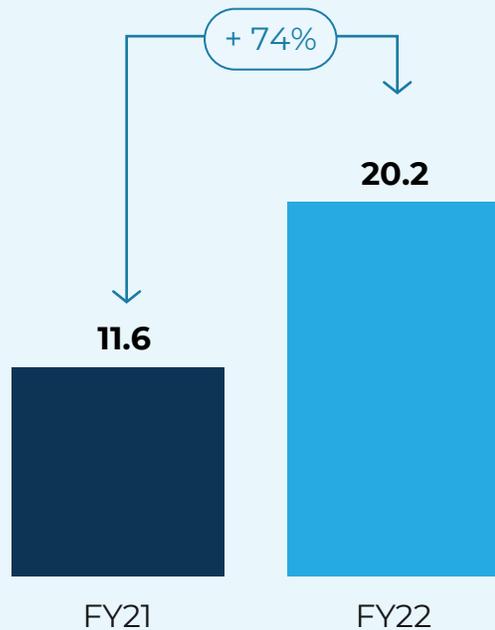
Proving that we can rapidly accelerate growth

Joe Hanna

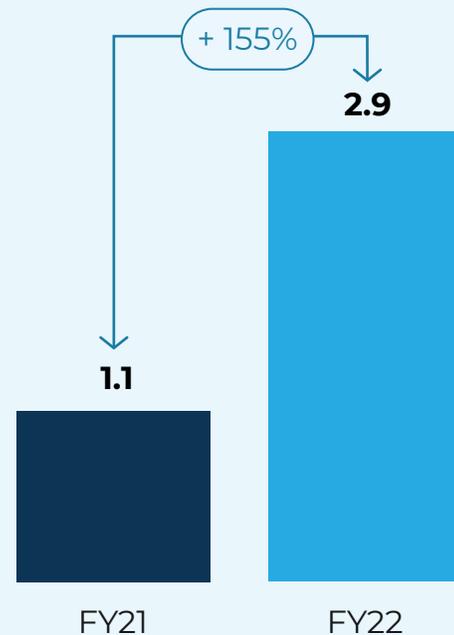
Managing Director and CEO

Financial Highlights¹

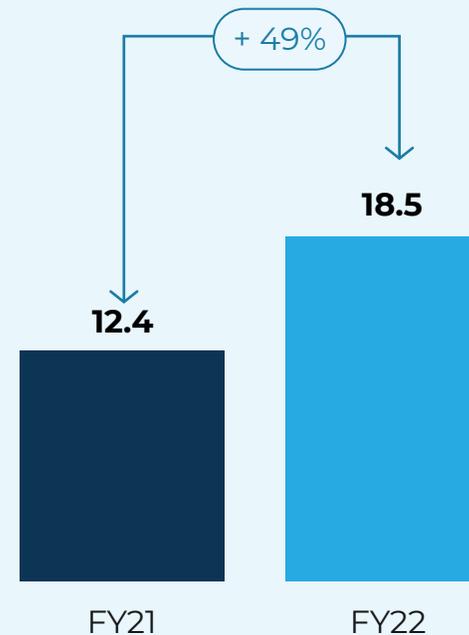
Total revenue & other income (\$M)



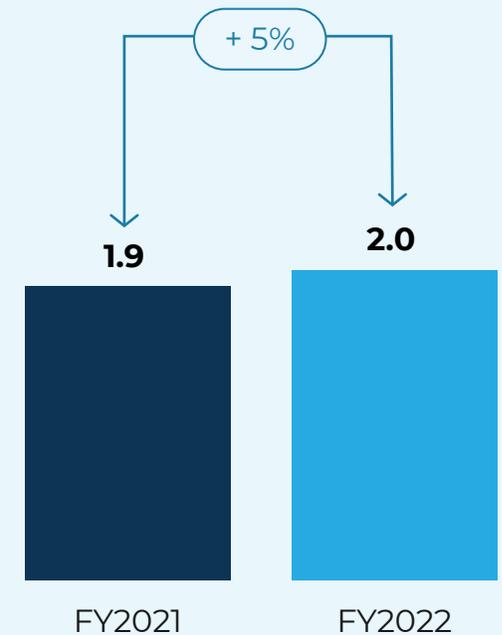
Net cash from operating activities (\$M)



ARR² (\$M)



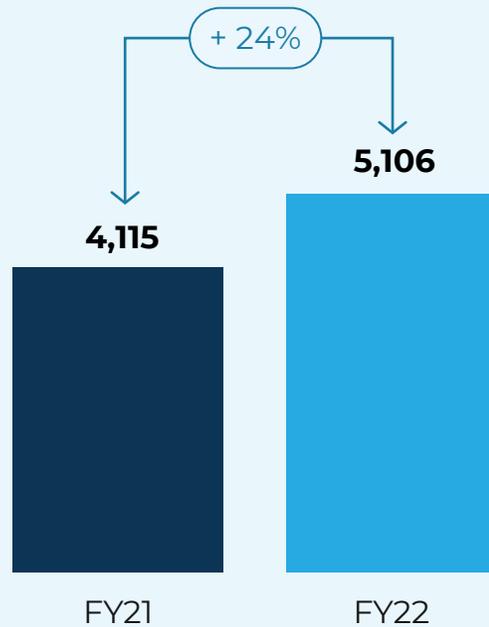
Underlying EBITDA (\$M)



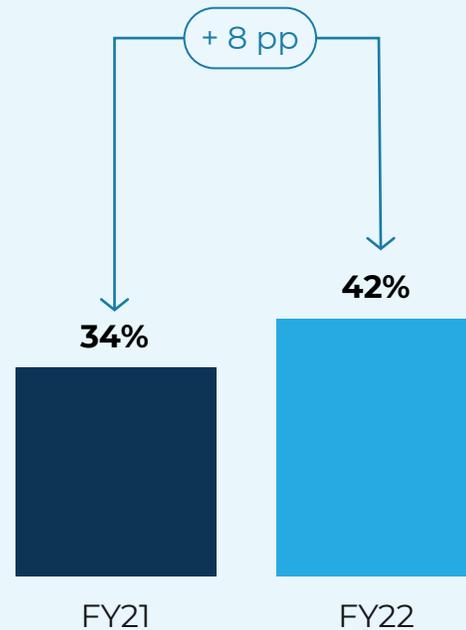
1. Comparisons are against the Prior corresponding period ("PCP") which is 12 months to 30 June 2021. This information should be read in conjunction with PropTech Group Limited's Annual Report for the financial year ended 30 June 2022 and the financial section in this presentation
2. Annualised Recurring Revenue - is calculated as at a point in time (for this slide FY21 = June 2021, and FY22 = June 2022) recurring revenue, multiplied by 12 (i.e. June 2022 run-rate). It provides a 12 month forward looking view of recurring revenue if all factors such as new, churn, pricing and foreign exchange were to remain the same for that period. This excludes other operating revenue (non-recurring revenue)..

Business Highlights

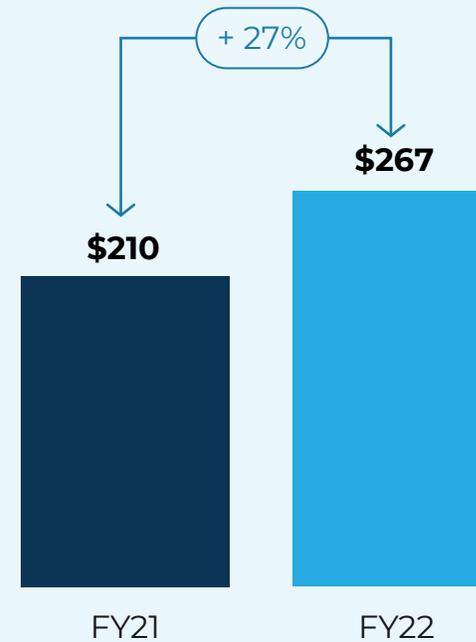
Unique accounts¹



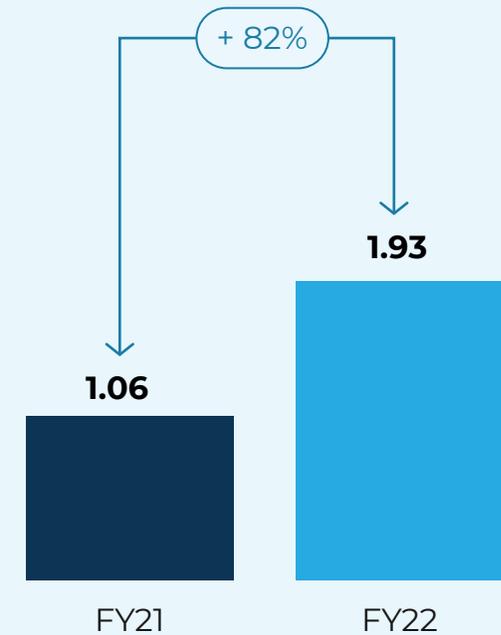
Market share²



ARPA³



Products per account⁴



1. Number of unique agency customers using one or more PropTech Group product.
2. Market share of agencies paying for one or more PropTech Group products, ANZ total market size is 12,200 agencies as per the Frost & Sullivan market report (October 2020) included in PropTech Group's prospectus.
3. "ARPA" is monthly average revenue per account calculated for last month of period indicated.
4. Products per account has been calculated by number of products subscribed to by PropTech Group customers, divided by the total number of accounts. The individual products captured include CRM Core, CRM Property Management, CRM Commercial, Rent Find Inspect, Websites and Designly, Designly Pro and PropSEO.

Key Accomplishments in FY2022

- Successfully migrated most customers from the legacy MyDesktop CRM to our newer, superior enterprise sales CRM, VaultRE
- Successfully integrated Eagle Software and Website Blue acquisitions into the PTG family
- Grew the number of accounts compared to the prior comparable period by 24%, ARPA by 27%, and annual recurring revenue by 49%
- Proved that we can rapidly accelerate the growth of proptech solutions that tightly integrate with our sales CRMs. Post-acquisition, Website Blue's ARR has increased by 135% and Eagle's ARR has increased by 61%
- Partnered with digital offer management tool Propps and data provider National Property Group to earn equity in each through sales to our customers
- Launched the joint venture real estate payments solution Rello, of which we own 20% and via performance we can increase our share to up to 50%

Strategy Update

Continue rapid SaaS growth & integrate ancillary services

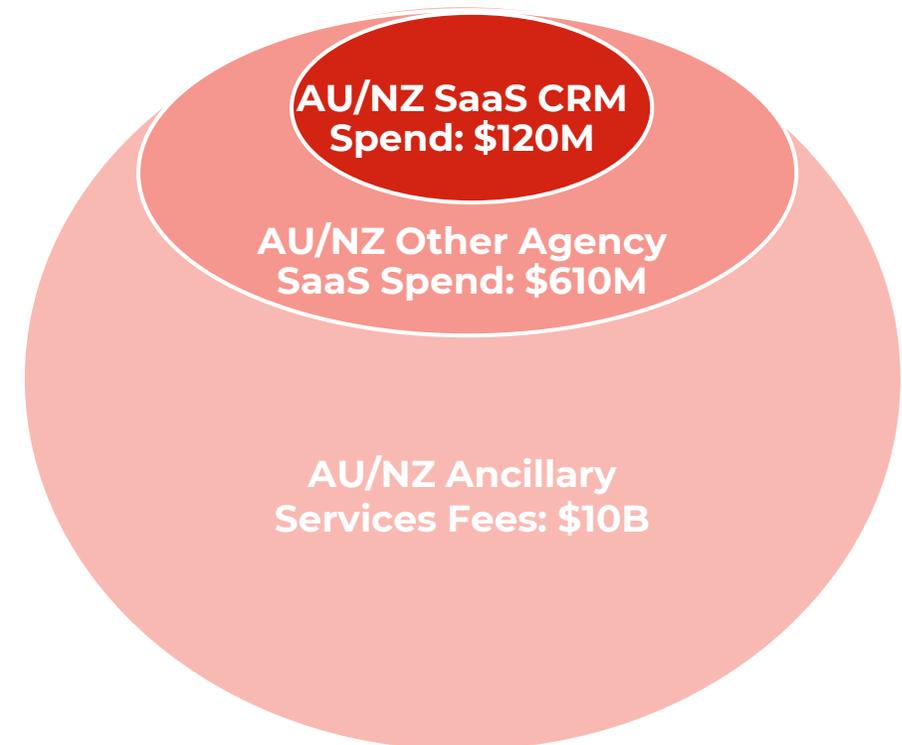
Joe Hanna

Managing Director and CEO

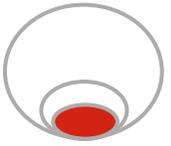
Fast Progress on Four Key Growth Initiatives

- Priority 1:** Secure and expand the core real estate SaaS CRM's (\$120 million TAM)
- Priority 2:** Capture other agency SaaS spending with CRM add-ons (\$610 million TAM)
- Priority 3:** Integrate ancillary services into our core software (\$10 billion TAM)
- Priority 4:** Achieve profitability in the UK Sales CRM market (\$185 million TAM)

Large Target Markets for SaaS Revenue & Ancillary Services in AU/NZ¹



1. AU/NZ. Source: Frost and Sullivan, IBISWorld, management estimates



Priority 1

Secure and Extend the Core SaaS Business

- Dominant player: 43%¹ of Australian and New Zealand real estate agencies complete 51% of AU/NZ residential transactions, worth \$200+ billion, via PropTech Group.³
- In FY22, unique accounts grew by 24% and market share by 8 percentage points.
- Sticky CRM SaaS software creates 9-year average tenure.² Pushed through two price rises in FY2022.
- Success not tied to listing volume.
- Increased in FY22 number of products per account by 82% and ARPA by 27% in FY22.

Real Estate CRMs



VAULTRE

Investor Tools



Ancillary Services (JV)



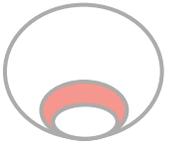
Product Extensions



Partner Extensions



1. Market share of agencies paying for one or more PropTech Group products, ANZ total market size is 12,200 agencies as per the Frost & Sullivan market report (October 2020) included in PropTech Group's prospectus.
 2. Based on an average over a 12 month period to 30 Jun 2022.
 3. Total transactional value ("TTV") is for a period of 12 months trailing that have been processed through PropTech Group CRMs. Sources: Real Estate Institute of New Zealand, CoreLogic. (Jan 2022)

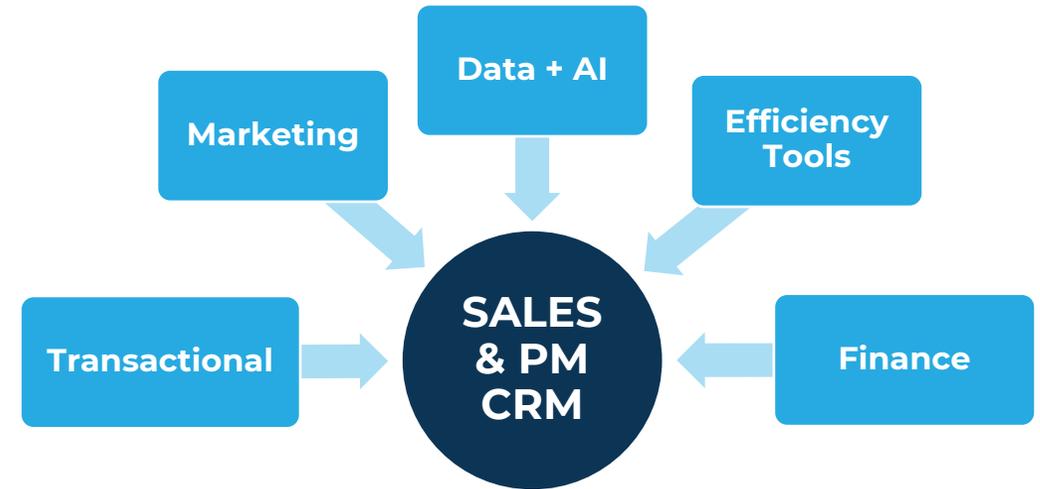


Priority 2

Increase ARPA Through Product Extensions

- CRM add-ons represent a larger opportunity than our core CRM business.
- TAM of \$120 million per year for CRM software vs. \$610 million for other SaaS and related services.¹
- CRMs are software that agents use all day every day and the natural point of integration for every other SaaS tool.
- Average Products Per Account climbed by 82% in FY22, nearly doubling from 1.06 to 1.93.

CRM Integrates All Other Products



Products per account²



1. AU/NZ, Frost and Sullivan, IBISWorld, management estimates. \$120 million on sales and PM CRM and \$630 million on other SaaS products and services.

2. Products per account has been calculated by number of products subscribed by PropTech Group accounts, divided by the total number of accounts. The individual products captured include CRM Core, CRM Property Management, CRM Commercial, Rent Find Inspect, Websites and Designly, Designly Pro and PropSEO.



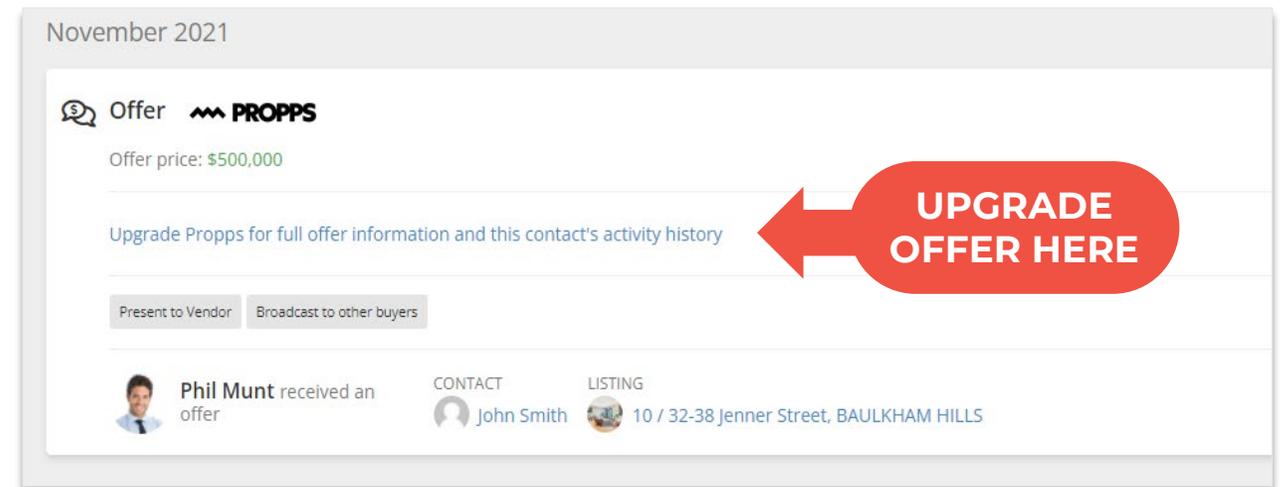
Priority 2

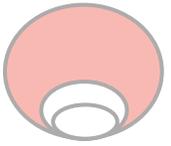
Example Product Extensions Already Offered by PropTech Group

- In FY22, PTG launched 3 new PTG-owned products and now has 5 owned products.
- PTG entered equity earn-in partnerships with digital offer management solution PROPPS and industry data provider National Property Data.
- Integrations capture more of customer spend, provide a better experience, and potentially reduce total customer cost.
- 1,500 API integrations offer PTG a clear overview of the PropTech ecosystem and opportunities for future partnerships.



Deep integration into our customers' workflows increases uptake of new products



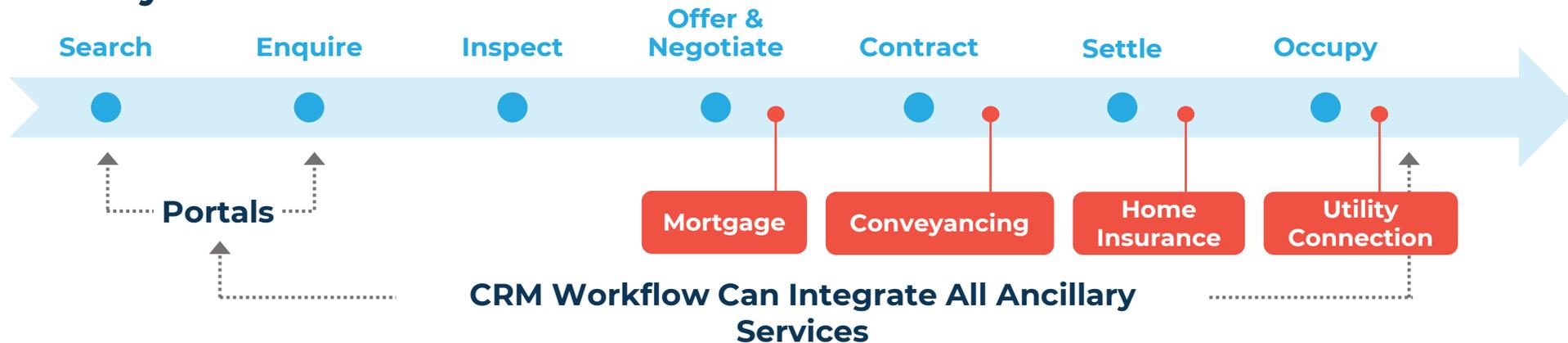


Priority 3

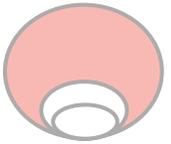
Significant Opportunity in Ancillary Services

- \$10 billion ancillary services TAM: more than 100X larger than SaaS CRM TAM.
- Significant potential: our customers close 51% of AU/NZ residential sales, worth \$200 billion.¹
- Automated workflow requires no action from agents, once enabled.
- Target ancillary services include payments, mortgages, conveyancing, insurance, utilities, etc.

Home Buyer Timeline:



1. CoreLogic, Real Estate Institute of New Zealand, internal data.



Priority 3

Rello: the Power of Deep Ancillary Services Integration

- Payments JV Rello launched 2H FY2022 with solutions for vendor paid advertising, pre-sale staging and renovations, and early access to deposits.
- Rello to launch more solutions later this year.
- PTG integration announced live 1 July 2022.
- In July alone, Rello announced agreements with:
 - RE/MAX Australia
 - Barry Plant
 - Woodards Real Estate, and
 - O'Brien Real Estate
- PTG owns 20% of Rello and can increase its shareholding via performance.



Priority 4

Achieve Profitability in the UK

- In the UK, we continue to drive organic growth.
- Have captured just over 1% of market share.
- Significant M&A opportunities to accelerate growth given favorable markets.
- At 25,000 offices, there are nearly twice as many agency offices in the UK as in AU/NZ.¹
- At \$185 million (£105 million), UK CRM TAM is 54% larger than in AU/NZ.²
- We are committed to operating in the UK profitably on standalone basis.

UK Accounts



1. UK Office for National Statistics, UK Business: activity, size, and location, 2019.

2. Frost & Sullivan.

FY 2023 Update

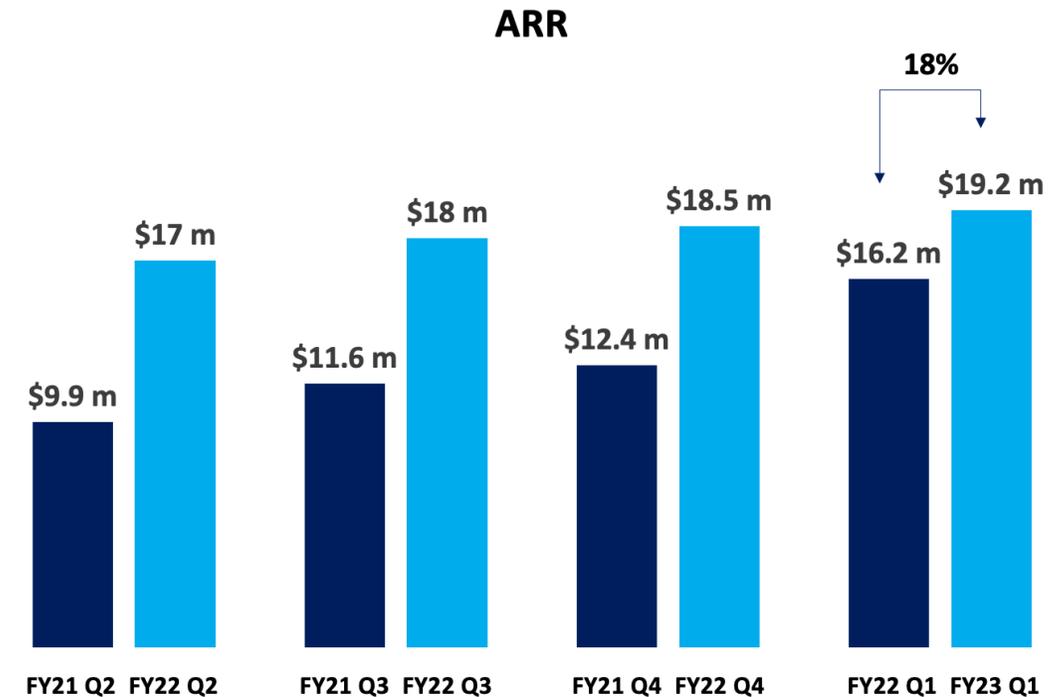
Continued strong growth of the business

Joe Hanna

Managing Director and CEO

Strong Start to FY 2023 – ARR Growth

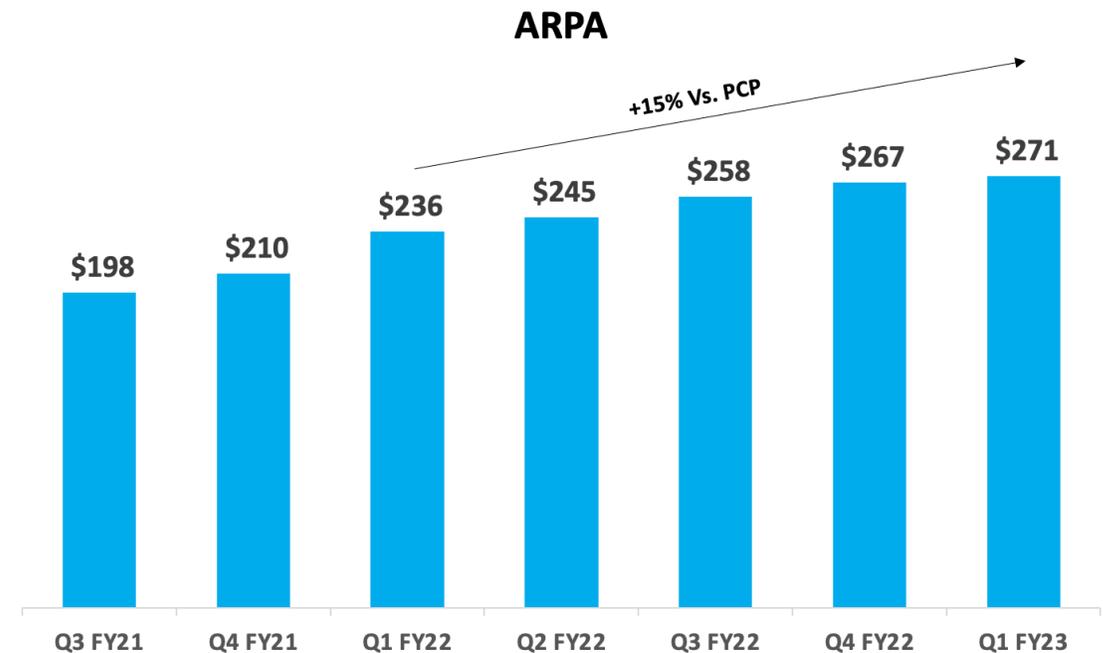
- ARR¹ (Annualised Recurring Revenue) increased 18% over the previous corresponding period to \$19.2m at end of Q1
- Record ARR at end of Q1 with continued strong growth in Q2
- ARR growth driven through a combination of price increases, additional subscription services sold to existing customers and the sign up of new customers



¹ Annualised Recurring Revenue is recurring revenue calculated in the last month of the quarter and multiplied by 12. It provides a 12 month forward looking view of recurring revenue if all factors such as new, churn, pricing and foreign exchange were to remain the same for that period.

Strong Start to FY 2023 – ARPA Growth

- ARPA (Average Revenue per Account) increased 15% over the previous corresponding period to \$271 at end of Q1
- Record ARPA at end of Q1 with continued strong growth in Q2
- ARPA growth driven through a combination of price increases and the sale of additional products and services to existing customers





PROPTech GROUP

ASX:PTG

PropTech Group Limited (ASX: PTG)

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About PropTech Group

PropTech Group provides the software that real estate agents depend upon in Australia, New Zealand, and the United Kingdom. Its products are used by 42% of the real estate agents in Australia and New Zealand and facilitate the largest number of real estate sales in those countries. The best real estate agents use PropTech Group platforms, including Ray White, Harcourts and Raine & Horne in Australia/New Zealand and Century 21 in the United Kingdom.