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REA Group Limited Online Annual Report 2025

Annual Report 2025 Changing the way the world experiences property

Acknowledgement of Country Since 1995, REA Group has operated on the traditional lands of the Wurundjeri Woi Wurrung peoples who have cared for and protected it since time immemorial. As the business has grown and established offices around Australia, we're grateful for the custodianship of the Traditional Owners of Country across all our lands; and recognise their continuing connection to lands, waters and communities. We pay our respect to Aboriginal and Torres Strait Islander cultures and to Elders past and present. REA Group Ltd | Annual Report 2025 Contents Overview 2 About us and strategy 4 Financial highlights 6 FY25 highlights 8 Chairman's message 10 CEO's message 14 Our people and culture 18 Full year results and operations review 22 Australian highlights 32 International highlights 34 Risk management Sustainability 38 Materiality assessment 40 Environmental impact 52 Employee experience 57 Social and community impact 61 Customer and consumer experience 64 Responsible and ethical business practices 68 Independent Auditor's Limited Assurance Report Governance 73 Corporate governance overview 76 Executive Leadership Team 78 Board of Directors Financial Report 80 Directors' Report 84 Auditor's Independence Declaration 85 Remuneration Report 103 Consolidated Income Statement 104 Consolidated Statement of Comprehensive Income 105 Consolidated Statement of Financial Position 107 Consolidated Statement of Changes in Equity 108 Consolidated Statement of Cash Flows 109 Notes to the Consolidated Financial Statements 160 Consolidated Entity Disclosure Statement 162 Directors' Declaration 163 Independent Auditor's Report Additional Information 168 Historical results 169 Shareholder information 171 Corporate information

Our reporting suite About this report REA Group's Annual Report provides a summary of the Group's strategic priorities, financial, non-financial and operational performance highlights for the year ended 30 June 2025, as well as the risk management and governance frameworks. The report also includes disclosures on our key material sustainability topics, including climate-related matters. Pages 2 to 67 of the annual report provide information on the Group's strategic priorities, people and culture, Australian and global business highlights, risk management, climate disclosures, and information on each of our material sustainability topics. Unless otherwise stated, all metrics from pages 2 to 67 are REA internal data for the financial year (Jul 24 - Jun 25). Metrics and data in the Sustainability section of this report and the Sustainability Databook relate to REA Australia (including Cyber City), and unless otherwise stated exclude REA India. An overview of the Group's corporate governance is featured on pages 73 to 75. The Remuneration Report is on pages 85 to 101 and the financial statements can be found on pages 103 to 159. The annual report is supported by the additional documents outlined in our reporting suite and available on our website www.rea-group.com. Annual Report 2025 Changing the way the world experiences property 2025 Sustainability Materiality Report Outlines the process undertaken to identify and define the key ESG topics that are most important to REA and its stakeholders. Sustainability Materiality Report 2025 Changing the way the world experiences property 2025 Tax Transparency Report As a signatory to the Voluntary Tax Transparency Code, our report shares REA Group's tax contributions and tax governance approach. Tax Transparency Report 2025 Changing the way the world experiences property 2025 Corporate Governance Statement Describes how REA Group approaches corporate governance and highlights our current governance framework, practices and principles. Corporate Governance Statement 2025 Changing the way the world experiences property 2025 Sustainability Databook Provides our key ESG data, detailing key metrics, criteria and performance against targets. Sustainability Databook 2025 Changing the way the world experiences property Annual Report 2025 | REA Group Ltd 1

REA Group Ltd | Annual Report 2025 2 REA Group Ltd and its subsidiaries (the 'Group' or 'REA') delivered an excellent result in the 2025 financial year (FY25). The strength in REA's performance is driven by our commitment to a clear strategy with continued investment in our core business and strategic investments, and a focus on exploring new growth opportunities. Our focus on delivering superior value to our customers has been supported by the deep engagement of our audience. Reflecting the growth of our business, we evolved our key strategic priorities in FY25. The acquisition of Realtair and CampaignAgent significantly expanded our customer platforms and services offering and we established separate dedicated pillars for customer advertising and value, and customer platforms and services. Unique culture with people at the centre Our team of more than 3,400 people is at the centre of REA's success. Their commitment to our purpose and executing our strategy is underpinned by our special culture and shared values. Our people cultivate a workplace where they collaborate, innovate, think differently, and remain accountable, all while feeling supported and free to be themselves at work. Changing the

way the world experiences property Clear purpose and focus on strategic priorities REA Group is guided by a clear purpose of “changing the way the world experiences property”. To deliver on this purpose, our strategy centres on:

- Engaging the largest consumer audience with personalised consumer experiences to drive the highest quality and quantity of leads to our customers;
- Providing superior value to our customers with choice and flexibility of leading property advertising products, agency marketplace branding solutions and market-leading digital agency services tools;
- Leveraging data insights to deliver unique solutions, products and experiences; and
- Building next-generation property marketplaces. Building the next generation marketplaces Largest audiences, most engaged consumers Superior customer value Unparalleled data insights Building the next generation marketplaces

Our global network Our values 3 Annual Report 2025 | REA Group Ltd Our values are the foundation guiding everything we do and how we do it Everything we achieve, we achieve as one team. No egos. No heroes. It's our collective genius that gives us our edge and a willingness to stand by any decision that's made for the greater good of REA. People are the heart of REA. Every connection with each other and with our customers, our consumers and our community matters. We care and we're not afraid to show it. We don't expect anyone to fit a certain mould – we accept everyone for who they are, quirks and all. We're a down-to-earth bunch who listen, are open with each other, and tell it like it is, respectfully. We're not afraid to have a laugh. We take our work seriously, but never ourselves. We're thirsty for knowledge – and generous with it too. Everyone here has something to teach, to inspire in others and learn. Likewise, we give and take feedback with an open heart and an open mind. Our curiosity is endless, and every day we seek out opportunities to grow ourselves and others. We don't do comfort zones. We're committed to achieving our goals no matter what challenges come our way. If there's a hurdle, we jump it; if there's a way through, we'll find it! We always seek to do the right thing, and if things don't quite go to plan, we own it. We review what happened, learn from it and move on, smarter and better than before. We're not afraid to try new things or fail fast. We love experimenting. Innovating. Working away at a great idea that will wow our consumers and customers. We're all about challenging the status quo and taking risks. And at times, while it may feel uncomfortable, we know this is where the magic happens. . . Global Australia Investments, associates and partners

REA Group Ltd | Annual Report 2025 4 REA Group delivered an excellent FY25 financial performance. Financial highlights 1 Core operations are defined as the reported results adjusted for significant non-recurring items such as impairment reversal/(expense), net gain/(loss) on acquisition/divestment related activities, M&A related transaction and integration costs, share of associate non-core costs, loss on revaluation of financial asset, restructuring costs and release of historic tax provision. EBITDA relates to Earnings before Interest, Tax, Depreciation and Amortisation excluding contribution from associates. Refer to Full year results and operations review section of the Annual report for a reconciliation of results from core operations and non-IFRS (International Financial Reporting Standards) measures compared with the reported results in the financial statements. \$1,673m Revenue1 +15% 0 500 1,000 1,500 2,000 2025 2024 2023 2022 2021 \$1,673 \$1,453 \$1,183 \$1,170 \$928 \$969m EBITDA1 +18% 0 200 400 600 800 1,000 2025 2024 2023 2022 2021 \$969 \$825 \$651 \$671 \$556

5 Annual Report 2025 | REA Group Ltd 2 Net profit attributable to owners of parent. 3 Basic earnings per share attributable to the ordinary equity holders of the company. Further details regarding operations and financial results can be found on pages 18 to 21 of this report. \$4.27 Earnings per share3 +23% 0 1 2 3 4 5 2025 2024 2023 2022 2021 \$4.27 \$3.49 \$2.82 \$3.09 \$2.47 \$2.48 Dividend per share +31% 0.0 0.5 1.0 1.5 2.0 2.5 3.0 2025 2024 2023 2022 2021 \$2.48 \$1.89 \$1.58 \$1.64 \$1.31 \$564m Net profit after tax1,2 +23% 0 100 200 300 400 500 600 2025 2024 2023 2022 2021 \$564 \$461 \$372 \$408 \$326

6 REA Group Ltd | Annual Report 2025 1 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Realestate.com.au, Audience (000's). 2 SensorTower, average of monthly app sessions, Jul 2024 to Jun 2025 vs. Jul 2023 to Jun 2024. FY25 highlights +55%YoY increase in seller leads delivered to customers Achieved an upgraded MSCI rating from 'AA' to 'AAA', placing REA in the top 13% in its category 12.1 million people visited realestate.com.au on average every month1 A record REA India's app-prime strategy supported a 19% YoY increase in housing.com app traffic2

7 Annual Report 2025 | REA Group Ltd \$2.3 million donated to charity partners and community groups around Australia (financial and in-kind support) REA Group and REA India each certified as a Great Place to Work 132.2 million total visits to realestate.com.au on average each month3 A record Since inception, almost \$2.7 billion in loans settled through Mortgage Choice Freedom, powered by Athena Home Loans REA Cyber City innovation hub launched in India to support delivery capability and accelerate growth 3 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Realestate.com.au, Monthly Visits (000s). 4 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Realestate.com.au vs Domain, Exclusive Audience (000's). 5 Average percentage of relevant employees who responded favourably (Agree or Strongly Agree) to the following statements: • I would recommend REA Group as a great place to work • I see myself working at REA group in 12 months time • I believe

in what this company is trying to achieve • I am proud to work for REA Group 4.5 million properties tracked by their owner on realestate.com.au A record 89% Employee engagement score in Australia⁵ A record 6.4 million Australians exclusively visited realestate.com.au and didn't visit the nearest competitor⁴

In REA Group's 30th year, the business delivered an excellent FY25 performance with consistent strength in our core business and ongoing investment in future growth opportunities. The Group's financial highlights from core operations¹ for the full year included 15% revenue growth to \$1,673 million, an 18% increase in EBITDA excluding associates to \$969 million, and \$564 million net profit, an increase of 23%. The Board has determined to pay a final dividend of \$1.38 per share fully franked. Together with the interim dividend, the total dividend for the 2025 financial year is \$2.48 per share. The 31% YoY increase in the Group's dividend per share reflects the Group's consistent strong performance and the confidence our Board has in the business' growth trajectory. Hamish McLennan Chairman Our flagship site, realestate.com.au, started in a garage in Melbourne's southeast 30 years ago. As we celebrate three decades, the business has evolved to become a global leader in digital property with a significant footprint across three major global property markets. Since listing on the ASX in 1999, REA has consistently delivered shareholder value with innovation at our core. REA's people are at the heart of our business, and their commitment to the execution of our strategy underpins the Group's excellent performance. On behalf of the Board, I would like to thank our 3,400+ employees for their dedication and drive in delivering the best experiences for our consumers and seeking the most value for our customers. REA Group Ltd | Annual Report 2025 8 1 Reported results adjusted for significant non-recurring items such as impairment reversal/(expense), net gain/(loss) on acquisition/divestment related activities, M&A related transaction and integration costs, share of associate non-core costs, loss on revaluation of financial asset, restructuring costs and release of historic tax provision. Chairman's message

In particular, I would like to acknowledge our Chief Executive Officer, Owen Wilson. After more than ten years at REA Group, including more than six leading the business, Owen made the decision to retire. The list of achievements during Owen's tenure is immense. He has been instrumental in REA cementing itself as one of Australia's best homegrown technology companies and he will leave the business incredibly well positioned for continued growth. On behalf of our board and REA Group's employees I would like to sincerely thank Owen for his outstanding contribution. To deliver on our purpose of changing the way the world experiences property, REA's strategy centres on engaging the largest number of consumers with our personalised experiences and delivering superior value to our customers, while leveraging unparalleled data insights and building next generation marketplaces. Reflecting the expanding breadth of our business and our commitment to enhancing customer value, our strategic priorities evolved this year from one dedicated customer pillar to two. Our consistent focus on our priorities underpins REA's success and will bolster future growth. The Australian property market remained healthy in FY25 with listings in line with the exceptional levels of the prior year. Compared to the prior year, Residential revenue increased by 16%, Commercial and Developer revenues were up by 10%, Other revenue increased by 8% and Financial Services revenue saw a 10% increase. REA Group ended FY25 with an exceptionally strong cash balance of \$429 million. REA's strong operating cash flow facilitated continued investment and debt repayment, while delivering healthy shareholder returns. The Group repaid all external debt following the sale of PropertyGuru in December 2024. In addition to our excellent financial performance, we continued to invest in future growth with key acquisitions to support the value we deliver. Building on the strong foundation of our financial services business and the success of our partnership with Athena Home Loans, in October we acquired a 19.99% interest in the digital non-bank lender. This investment supports our financial services strategy of providing Australian homebuyers with more choice and a seamless experience when finding and financing property. The Group also acquired a minority stake in 3D visualisation platform, IMMERSIV and entered into an agreement for a minority investment in rural property data platform, Agtuary. IMMERSIV is specifically designed to support buying and selling off the plan properties, while Agtuary supports property and finance professionals to make informed data-driven decisions in rural property management and investment. In August 2024, the Group advised that it would divest its stake in PropertyGuru Group, ending our operations in south-east Asia. REA was offered a compelling price for its 17.2% share in PropertyGuru Group and the transaction was completed in December. REA's global growth strategy is focused on the exciting opportunity in India. REA holds a 78% interest in REA India, which delivered a strong performance with 25% YoY revenue growth. In July 2025, REA India entered into a binding agreement to divest its PropTiger business. This move sharpens our focus on the flagship Indian site, Housing.com, which continues to achieve strong audience and revenue growth. Our Board is committed to sustainable business practices, and we were pleased to make progress towards our sustainability goals in FY25. The Group's efforts were recognised with an increased MSCI ESG rating of AAA. REA was again included in the Australia and Asia Pacific Dow Jones Sustainability Indices (DJSI) and was listed as a constituent company in the FTSE4Good Index. In closing, I would like to thank REA's talented Executive Leadership Team and my fellow Board members for their dedication to REA's continued success. I would also like to extend my thanks to our valued shareholders for their support. REA moves into FY26 with a strong balance sheet, a committed team and the benefit of healthy market conditions. With our dedicated Executive Leadership Team supporting our incoming Chief Executive Officer, REA Group is well-positioned to continue to grow in all its markets. 9 Annual Report 2025 | REA Group Ltd Hamish McLennan Chairman REA Group

REA Group delivered an excellent FY25 result with strong yield growth. Our team's dedication to the execution of our strategy underpinned our financial and operational performance, and the enhanced value we delivered to our customers and consumers. After more than a decade at REA Group, including six years as Chief Executive Officer, I made the decision in February to retire from full time executive roles later this year. I am incredibly proud of all that our team has achieved during my tenure and our excellent FY25 performance is no exception. I'm so pleased to share this annual report with our shareholders, my last as REA Group's CEO. With a consistent focus on investing in talent, technology, customer products and consumer experiences, REA capitalised on the healthy property market conditions in FY25 to deliver an excellent financial and operational performance. Interest rate cuts in the second half of the year supported seller confidence and buyer demand, while national house prices finished the year at a new peak. Demonstrating the health of the market, listings remained in line with the exceptionally strong comparables of the prior year. In this favourable market, we focused on delivering additional value for our customers while driving deep consumer engagement. Owen Wilson Chief Executive Officer REA Group Ltd | Annual Report 2025 10 CEO's message

We've already seen consumers spending more time on our platform while deeply engaging with listings and increasing the connection with our customers. In FY25 we delivered a pleasing 55% YoY increase in seller leads to our customers. Australians can find more listings and more buyers on realestate.com.au than any other platform. The personalised and trusted realestate.com.au experience ensures our loyal consumers continually return for all their property needs. Our customers value our leading audience over any other benefit, and our next generation listing initiative is designed to reshape the property experience for the future, fostering deep engagement with AI-led personalisation. These personalised experiences helped deliver record audiences in FY25 with more people turning to our flagship site, realestate.com.au, than ever before. A record 12.1 million Australians visited the platform on average each month¹. We were pleased to extend our audience leadership position throughout the year, increasing the gap between realestate.com.au and the nearest competitor to 5.4 million people². Our strong audience leadership position extends to our commercial platform realcommercial.com.au, our property research site property.com.au and our share accommodation platform flatmates.com.au. realcommercial.com.au reached a record monthly audience of 1.9 million³, a significant 26% growth on the prior year⁴ and 3 times more people than the nearest competitor⁵. property.com.au also achieved exceptional audience growth, increasing the number of people by 22% on the prior year to 2.1 million⁶. flatmates.com.au remains Australia's leading share accommodation site with 10 times the number of visits compared to the nearest competitor⁷. Our priority is to continually enhance the value delivered to customers, and we were pleased our efforts were recognised with record customer sentiment achieved in FY25. Customers continually turned to our superior advertising products throughout the year with Premiere+ achieving record penetration. In July 2024, we launched our high-performance listing solution, Luxe. As an add-on to Premiere+ listings, Luxe delivers twice the number of property views compared to a similar Premiere+ listing. For our Developer customers, in March we launched a high-performance add-on for project profiles called Amplify, which offers 30% more views. Our property data business, PropTrack, powers many of the Group's innovative products and experiences. PropTrack's leading Automated Valuation Model (AVM) reached record accuracy levels during the year. Our Financial Services business, Mortgage Choice, welcomed improved market conditions in FY25 and we were pleased to see submission volumes increase 15% YoY and settlement volumes increase 10% YoY. The financial services experience on realestate.com.au was enhanced in FY25 which supported a 46% increase in broker leads generated through the platform. We were incredibly excited to invest in Athena Home Loans after the success of our white-label product suite. As a global leader in digital property, over the last 30 years REA has consistently prioritised investment in new technologies. We have been leveraging AI and machine learning models for over a decade and this accelerated in FY25 with the launch of our AI-led next generation listings initiative. Delivered in phases, this initiative has the aspiration to set a new global property experience benchmark. It's the largest scale change to our property search experience in many years and includes improved agent branding, AI-generated property highlights and enhanced image features. 11 Annual Report 2025 | REA Group Ltd 1 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Realestate.com.au, Audience (000's). 2 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025 (average) vs Jul 2023 - Jun 2024 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Realestate.com.au vs Domain, Audience (000's). 3 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, realcommercial.com.au Audience (000s). 4 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025 (average) vs. Jul 2023 - Jun 2024, P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, realcommercial.com.au, Audience (000s). 5 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, realcommercial.com.au vs commercialrealestate.com.au, Audience (000s). 6 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025 vs. Jul 2023 - Jun 2024, P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, property.com.au, Brand Group, Audience (000's). 7 Similarweb, Jul 2024 - Jun 2025 (average). Monthly unique visitors, flatmates.com.au vs flatmatefinders.com.au.

REA Group Ltd | Annual Report 2025 12 CEO's message Our Indian business, REA India, delivered strong

revenue growth despite competition in the Indian market continuing to intensify. We know apps are the future of the Indian property experience, and we have focused our investment on enhancing the app experience and driving our app audience. This delivered strong audience results with the flagship site, Housing.com, achieving 19% growth in app traffic¹. Sustainability is embedded within REA's strategic agenda, and this annual report includes an expanded section dedicated to our sustainable business practices. In FY25, we conducted our third materiality assessment to prioritise the environmental, social and governance topics that are most important to our key stakeholders, and where REA can have the greatest impact. You can read more about the outcomes of this assessment on rea-group.com and in the sustainability section of this report. We recognise the need to have the right talent in place to achieve our ambitious growth strategy. In line with our vision to enhance technology delivery capacity, access a larger talent pool and to foster continued innovation, we were delighted to officially open an innovation hub in India in October, REA Cyber City. The hub is an extension of our Australian business, and we have more than 100 team members on the ground at REA Cyber City working closely with our Australian-based tech teams. Further supporting our growth strategy, in December, we centralised our Philippines-based teams with a strategic partner under a new function called Global Business Solutions. Acquisitions over time have expanded our people presence in the Philippines and Global Business Solutions brings this group together under one cohesive function. REA's people are the driving force behind our success, and their dedication has firmly secured our place as a world-leading diversified digital property business. It was wonderful to bring our Australian team together for the first time in five years in July 2024 for our annual kickoff event. We were also pleased to launch our REAi academy to extend and support the capabilities of our team and encourage everyone across the business, regardless of their role, to upskill and adopt an AI-mindset. Our team's commitment to delivering value for our customers, consumers and shareholders, while remaining intensely focused on positioning the business for continued growth, will ensure the on-going success of REA. I would like to thank each one of our employees for their outstanding efforts. Our people bring their best every day and their pride in our business is consistently evident in their output and the way they live our values. In FY25 we achieved a record high overall engagement score of 1 SensorTower, app sessions, Jul 2024 - Jun 2025 vs Jul 2023 - Jun 2024.

13 Annual Report 2025 | REA Group Ltd Owen Wilson Chief Executive Officer REA Group 89% and we were pleased to be certified as a Great Place to Work in both Australia and India. I would like to thank REA's Executive Leadership Team for their efforts in FY25, and over the last 10 years. I am incredibly proud of what we achieved together. Their passion, commitment and dedication to fostering a highperformance culture has made my role an absolute pleasure. I would also like to welcome our new Chief Strategy Officer, Jane Cohen, who joined the business in July 2025 and makes an excellent addition to this team. When I sign off for the last time in the coming months, I know I am leaving REA in the hands of talented leaders, and the future of the business is undeniably exciting. I would also like to thank REA's customers, many of whom I have come to know very well. I look forward to seeing your businesses continue to prosper. Finally, I would like to thank REA's Board of Directors for their support and counsel throughout my time as CEO. REA's future is bright, and the business is well positioned for continued growth. The Group has an exciting strategy and a talented, committed team in place to deliver it. I look forward to watching REA's continued success.

REA Group Ltd | Annual Report 2025 14 Our culture is a key part of what makes REA a special place to work, and we are deliberate in how we nurture and grow it. A unique employee experience We've designed an impactful and distinctive employee experience focused on creating shared value for both REA as a business, and for our team members. Our annual engagement survey is one of the many ways we gather feedback on what we're doing well, along with areas for improvement. Pleasingly, in FY25 our Australian engagement survey had a participation rate of 86% and an overall engagement score of 89%, a 1% increase on our FY24 result and our highest score on record. We have a number of programs and initiatives that contribute to our employee experience and culture that ensure our people are afforded equal opportunity in an environment where they can thrive. We consistently work to create a more inclusive workplace and we're proud of the initiatives we have in place to enable equity and belonging. More detail about our employee experience, including our approach to diversity, equity, and inclusion, can be found under employee experience in the sustainability section of this report on page 52. Our people and culture

15 Annual Report 2025 | REA Group Ltd 94% of employees would recommend REA Group as a great place to work 85% believe their REA Group experience is having a meaningful impact on their career 91% of employees said they are proud to work at REA Group 88% of employees said they feel comfortable to be themselves at REA for a one-day event filled with inspiration and connection. We shared strategic goals and focus areas, hosted employee-led presentations, and reflected on our achievements. In addition to our all-in RKO, our Customer, Technology and Financial Services teams also hosted their own dedicated in-person kick-off events. REA Kick-off: A moment that matters At the beginning of a new financial year, we celebrate the year that was and get excited for what lies ahead. In FY25, we celebrated our REA Kick-off (RKO) in-person for the first time in five years, bringing together our teams from across Australia A Great Place to Work REA Group was delighted to be Great Place to Work Certified by Great Place to Work® in FY25 and was also named one of Australia's Best Workplaces in Technology. Great Place to Work is the global authority on workplace culture, and its certification recognises employers that create an outstanding employee experience. Our REA India business was also Great Place to Work Certified and has been named on several Great Place to Work lists throughout the year, including being

ranked fifth among India's 100 Best Companies to Work For 2024, Building a Culture of Innovation by All list 2025, Best Workplaces in Retail list 2025, and top 15 Best Workplaces in Asia list 2024. Our extensive Great Place to Work recognition celebrates every team member who contributes to building our innovative culture.

“ I joined REA to further my experience as a leader in tech. I'm a big believer in people and the more I learned about REA the more I realised this was the place for me. REA brings people together on a mission to change the way the world experiences property. United on this mission is a set of values to make a better impact. That strikes a certain empathy. Empathy for our consumers to discover ways to make the property journey stress free, to learn new insights, and empathy for our customers to deliver better products.” Anton Wintergerst Architect “ When I joined the REA Grad Program, I was excited, but also a little nervous. I discovered early on that REA has a culture where learning is a shared value, not just a personal responsibility. I was given a behind-the-scenes look into REA's culture and my people leader check-ins were real conversations about what I was curious about and how I wanted to stretch myself. The way I've learned here helped me figure out what I enjoy, how I grow, and who I want to be - not just as a developer, but as a teammate.” Ayesha Akther Associate Developer, Mobile Innovation hub opens in Cyber City REA's innovation hub opened in Cyber City Gurugram in October 2024. The event was attended by Australia's High Commissioner to India, Philip Green OAM and included a ribbon cutting and a lamp lighting ceremony. The establishment of Cyber City marked a significant milestone in our journey to achieve our growth strategy and it aligns with our vision to enhance our delivery capacity, access a larger talent pool, and foster greater innovation. Over 100 team members now work from our Cyber City hub. REA Group Ltd | Annual Report 2025 16 Our people and culture Reward and recognition Acknowledging the critical role our people play in REA's achievements remains a key component of our employee experience. Our annual CEO Awards recognise individuals who go above and beyond in their roles, have an impact on our business or the community, and role model our values. Our All Stars Sales Incentive program is the ultimate recognition for our top sales performers across the customer group and financial services team. Winners of both programs are recognised with the opportunity to attend an exclusive trip along with their chosen plus one, as well as members of our Executive Leadership Team. We also recognise our people and teams through monthly Real Deal Awards and our REA India business recognises outstanding employees through their own CEO Awards program.

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Summary core results 2025 \$M 2024 \$M Change % Group revenue 1,672.8 1,452.8 15% Operating expenses (703.6) (628.0) (12%) EBITDA before associates 969.2 824.8 18% Share of gains/(losses) in associates (25.9) (26.2) 1% EBITDA after associates 943.3 798.6 18% Depreciation and amortisation (139.4) (113.5) (23%) EBIT 803.9 685.1 17% Interest income 13.7 12.0 14% Interest expense (10.7) (26.3) 59% Profit before income tax 806.9 670.8 20% Income tax expense (252.0) (219.8) (15%) Profit after income tax 554.9 451.0 23% Net loss attributable to NCI (9.5) (9.5) 0% Profit attributable to owners of parent 564.4 460.5 23% Earnings per share (cents) 427.4 348.7 23% Dividend per share (cents) 248.0 189.0 31% REA Group Ltd | Annual Report 2025 18 Group Performance REA Group delivered an excellent FY25 performance, reflecting the strength of our business and our team's clear focus on growing our overall value proposition. Full year results and operations review 1 Reported results adjusted for significant non-recurring items such as impairment reversal/(expense), net gain/(loss) on acquisition/divestment related activities, M&A related transaction and integration costs, share of associate non-core costs, loss on revaluation of financial asset, restructuring costs and release of historic tax provision. Group financial highlights from core operations¹ for the year ended 30 June 2025 include revenue growth of 15% to \$1,673 million, an 18% increase in core EBITDA excluding associates to \$969 million, and a 23% increase in net profit attributable to owners of parent to \$564 million. Residential revenue increased 16%, driven by growth in yield across Buy and Rent in addition to a 1% increase in national listings. The Group has reclassified Developer display revenues from Media, Data and Other (now referred to as Other) to sit within Commercial and Developer. Commercial and Developer revenue increased by 10% to \$218 million. Other revenue was up 8% to \$89 million driven by revenue growth in CampaignAgent, partly offset by lower PropTrack revenues. Media revenue was broadly flat in a soft advertising market. Revenue from our Financial Services business increased 10% to \$81 million as a result of improving market activity. REA India delivered revenue growth of 25% to \$129 million largely due to an increase in adjacent services in Housing Edge. Group core operating costs increased by 12% driven by higher employee costs, reflecting strategic investment and higher performance related incentives, technology costs due to price rises and greater data usage, consumer marketing, and COGS from the strong performance of Audience Maximiser. REA India costs increased by 13%, driven largely by revenue related costs attached to Housing Edge's Pay on Credit offering, and higher marketing spend offset by lower performance related incentives.

Reconciliation of core EBITDA to reported EBITDA 2025 \$M 2024 \$M EBITDA from core operations (excluding share of gains and losses from associates)¹ 969.2 824.8 Share of (losses) from associates (31.5) (31.6) Share of associates non-core costs 5.6 5.4 EBITDA after associates from core operations¹ 943.3 798.6 Impairment reversal/(expense) 111.8 (122.5) Net gain/(loss) on acquisition/divestment related activities 25.6 (0.7) M&A related transaction and integration costs (22.9) (4.9) Share of associates non-core costs (5.6) (5.4) Loss on revaluation of financial asset (2.8) (25.7) Other (1.6) – Reported EBITDA¹ 1,047.8 639.4 Reconciliation of net profit from core operations to reported 2025 \$M 2024 \$M Net profit from core operations attributable to owners of the parent 564.4 460.5 EBITDA of non-core transactions 104.5 (159.2) Non-core D&A, net interest and minority interest (1.1) – Tax

effect 10.1 1.5 Reported net profit attributable to owners of the parent 677.9 302.8 1 The directors believe that the additional information to IFRS measures included in the report is relevant and useful in measuring the financial performance of the Group. 19 Annual Report 2025 | REA Group Ltd The Board has determined that REA will pay a final dividend of \$1.38 cents per share fully franked. Together with the interim dividend announced in February, this represents a total dividend of \$2.48 per share for FY25. Core operations are defined as the reported results adjusted for significant non-recurring items such as impairment reversal/(expense), net gain/(loss) on acquisition/divestment related activities, M&A related transaction and integration costs, share of associate non-core costs, loss on revaluation of financial asset, restructuring costs and release of historic tax provision. A reconciliation of results from core operations and non-IFRS (International Financial Reporting Standards) measures compared with the reported results in the financial statements on page 103 is set out below. The following non-IFRS measures have not been audited but have been extracted from the audited financial statements. Statutory net profit after tax increased by 124% reflecting the gain on sale of the Group's investment in PropertyGuru Group.

2025 \$M 2024 \$M Change % ASSETS Cash and cash equivalents 428.8 204.2 >100% Trade and other receivables 344.4 309.2 11% Commission contract assets 610.2 581.8 5% Intangible assets 983.6 986.4 0% Investment in associates and joint ventures 344.2 473.6 -27% Other assets 121.3 99.8 22% Total assets 2,832.5 2,655.0 7% LIABILITIES Trade and other payables 149.3 144.6 3% Contract liabilities 121.0 113.9 6% Interest-bearing loans and borrowings 70.7 281.1 -75% Commission liabilities 472.3 453.7 4% Other liabilities 68.0 82.9 -18% Total liabilities 881.3 1,076.2 -18% Net assets 1,951.2 1,578.8 24% Total equity 1,951.2 1,578.8 24% REA Group Ltd | Annual Report 2025 20 Balance Sheet The Group had net current assets of \$503.3 million, including cash and cash equivalents of \$428.8 million after the repayment of all external debt following the sale of PropertyGuru in December 2024. The Group has an undrawn \$400 million syndicated debt facility which matures in September 2028. Full year results and operations review

2025 \$M 2024 \$M Change % Net cash inflow from operating activities 675.4 589.4 15% Net cash inflow/(outflow) from investing activities 71.1 (205.2) >100% Net cash outflow from financing activities (521.6) (439.4) -19% Net increase/(decrease) in cash and cash equivalents 224.9 (55.2) >100% Cash and cash equivalents at the beginning of the year 204.2 259.8 -21% Effects of exchange rate changes on cash and cash equivalents 0.3 (0.4) >100% Cash and cash equivalents held for sale at end of the year (0.6) - 0% Cash and cash equivalents at end of the year 428.8 204.2 >100% Cash and cash equivalents increased due to the strong operating performance in the year, as well as the sale of the investment in PropertyGuru, offset by the investment in Athena Financial Pty Ltd. 21 Annual Report 2025 | REA Group Ltd Cashflow

REA Group Ltd | Annual Report 2025 22 Australian highlights Healthy Australian property market The Australian property market remained healthy in FY25. Buoyed by the first interest rate cuts in over four years, buyer demand was strong, and sellers felt confident to bring their property to market. Supply remained in line with the very strong listing environment of the prior year. Strong buyer demand outpaced new supply, resulting in an upswing in national property prices, which reached record levels by the end of the financial year. REA Group operates Australia's leading residential and commercial property websites – realestate.com.au and realcommercial.com.au¹ – as well as the leading website dedicated to share property, flatmates.com.au², a leading property data services business, PropTrack, and property research website, property.com.au. REA also operates Australian mortgage broking franchise group Mortgage Choice, Australia's leading provider in vendor paid advertising finance solutions, CampaignAgent, and digital end-to-end technology solutions platform, Realtair. 1 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025 (average), P14+, PC/laptop/smartphone/tablets, text only, Residential Property Search Category and Commercial Property Search Category, Brand Group, Audience (000's). 2 Similarweb, Jul 24 - Jun 25 (average). Monthly unique visitors, flatmates.com.au vs flatmatefinders.com.au.

23 Annual Report 2025 | REA Group Ltd Record audiences extend realestate.com.au's leadership 4x more average monthly visits to realestate.com.au compared to the nearest competitor³ 5.2x longer spent on realestate.com.au compared to the nearest competitor⁵ 17% YoY increase in unique audience lead over the nearest competitor⁴ 20% YoY increase in unique properties tracked by their owner 12% YoY increase in active realestate.com.au members 1 in 3 Australian properties tracked on realestate.com.au Australian Residential revenue was \$1,156 million, up 16% YoY. Buy revenue growth was driven by a 14% increase in Buy yield and a 1% increase in national listings. Buy yield benefited from a 10% average Premiere+ price rise, increased Premiere+ and total depth penetration, and growth in add-ons, partly offset by a small negative impact from geographical mix. An increase in Rent revenue benefited from an 8% average price rise, growth in depth penetration and a 4% increase in national listings. Commercial and Developer revenue increased 10% to \$218 million. Commercial revenue growth was driven by a 12% price rise, increased depth penetration and higher listings. 3 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Realestate.com.au vs Domain, Monthly Visits (000's). 4 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025 (average) vs Jul 2023 - Jun 2024 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Realestate.com.au vs Domain, Audience (000's). 5 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025 (average), P14+, PC/laptop/ smartphone/tablets, text only, Homes and Property Category, Brand

Group, Realestate.com.au vs Domain, Total Mins (MM). Developer revenue growth was slower, with increased Project Profile duration, a 7% increase in project commencements and a price rise from 1 July 2024. Other revenue was up 8% to \$89 million. CampaignAgent delivered strong revenue growth, partly offset by lower PropTrack revenues. Media revenue was broadly flat in a soft advertising market. Financial Services revenue was \$81 million, an increase of 10%. Improving market activity saw a 15% increase in submissions and 10% growth in settlements, and revenue also benefited from higher penetration of white label products. Recruitment was strong, with the broker network ending up 4% to 1,119 brokers.

REA Group Ltd | Annual Report 2025 24 1 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Realestate.com.au, Audience (000's). 2 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025 (average) vs Jul 2023 - Jun 2024 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Realestate.com.au vs Domain, Audience (000's). 3 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Realestate.com.au, Monthly visits. 4 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Realestate.com.au vs Domain, Monthly Visits (000's). 5 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Realestate.com.au vs Domain, Total Mins (MM). 6 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, realcommercial.com.au vs commercialrealestate.com.au, Audience (000s). 7 Ipsos iris Online Audience Measurement Service, Jan 2025 - Jun 2025 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, realcommercial.com.au vs commercialrealestate.com.au, Monthly Visits (000's). 8 Ipsos iris Online Audience Measurement Service, Jan 2024 - Jun 2024 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, realcommercial.com.au vs commercialrealestate.com.au, Monthly Visits (000's). 9 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025, P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, property.com.au Audience (000's). 10 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025 vs. Jul 2023 - Jun 2024, P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, property.com.au Audience (000's). 11 Ipsos iris Online Audience Measurement Service, Jul 2024 - Jun 2025 (average), P14+, PC/laptop/smartphone/tablets, text only, Residential Property Search Category and Commercial Property Search Category, Brand Group, Audience (000's). realcommercial.com.au is Australia's number one place for commercial property in every state with 1.9 million average monthly audience in FY25. With a focus on enhancing the consumer experience, growth in realcommercial.com.au's audience outpaced its nearest competitor with the audience lead multiplier increasing to a record 3.2 times⁷ in the second half, up from 2.6 in the prior year⁸. Australian highlights This year, more Australians turned to realestate.com.au for all their property needs than ever before with a record 12.1 million average monthly audience¹. realestate.com.au is the number one address for property in every state and we further extended our audience leadership position in FY25 with 5.4 million more Australians visiting our platform each month compared to our nearest competitor². Our loyal consumers continually return to our platforms to engage with our personalised experiences. On average, Australians visited realestate.com.au 132.2 million times each month³, outpacing the nearest competitor by 4 times⁴. Our consumer strategy is broader than increasing the scale of our audience, it's the quality of our audience that drives genuine value to our customers. This comes in the form of deep engagement and is demonstrated by the time consumers spend on our site, and whether they take high value actions. In FY25 our audience spent 5.2 times more total time on our platform compared to the nearest competitor⁵. Leading platforms and engaging experiences across every stage of the property journey More Australians turned to REA for all their property needs in FY25, including those searching for commercial properties, rentals and share accommodation, and those researching property. Winning gold with Keep Moving campaign Supporting our record audience numbers, in late July 2024 realestate.com.au launched a new brand strategy and creative platform to coincide with the Paris Olympics. The campaign aimed to encourage and motivate buyers, sellers and renters to 'Keep Moving' towards their next home. Highlighting our unique consumer experience, iterations of the campaign covered the property search experience, our property valuation tool realEstimate, and finding the right home loan with Mortgage Choice. Along with driving record audience growth, the campaign resulted in record top of mind awareness and preference scores among consumers. Our property research platform, property.com.au also reached record audiences with an average 2.1 million Australians visiting the platform each month⁹. With unique property research data and insights, YoY growth in the property.com.au audience exceeded 22%¹⁰ which firmly cements the platform as one of Australia's top 4 property websites¹¹.

25 Annual Report 2025 | REA Group Ltd 12 Similarweb, Jul 24 - Jun 25 (average). Monthly unique visitors, flatmates.com.au vs flatmatefinders.com.au. Securing a rental property continues to be a challenge with strong demand outpacing supply in some markets and high rental prices hindering affordability. Rental supply improved nationally in FY25 with an increase in listing volumes, and realestate.com.au remains focused on providing a rental marketplace that is simpler and more efficient for renters, landlords and property managers. Landing just in time for the January peak rental period, in December 2024 we launched a Quick Apply feature. Quick Apply leverages

personalisation to offer a streamlined workflow for renters which enables them to submit a rental application with only a few clicks. Since its launch, around 15% of rental applications have been submitted through the Quick Apply option. We continue to prioritise ensuring our rental marketplace complies with rental reforms across the country. In addition, numerous state governments have legislated that agents and landlords must not encourage or accept any type of rental bidding. To support fair and transparent pricing on rental listings, we have implemented a solution that sees a single price point on every listing. Previously this was at the agent or landlord's discretion. This solution has already launched in NSW and Queensland, with plans to roll out to additional states in FY26. flatmates.com.au continued to lead the way in share accommodation with 10 times the number of visits compared to the nearest competitor¹². With a focus on listing conversion and membership, Flatmates released a number of exciting features, including a 24/7 AI Chatbot to assist with share housing inquiries. Flatmates also continued to convert web views to native app usage with improvements to the overall app experience including app-native onboarding, filters and search results. Personalised realestate.com.au member experiences driving quality leads to customers The realestate.com.au consumer strategy is centred on converting our unparalleled audience into members. Our deeply personalised membership experience encourages consumers to move forward in their property journey while amplifying the value delivered to our customers.

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