



The Real Brokerage Inc. Publishes Inaugural Sustainability Report

December 19, 2024

TORONTO & NEW YORK--(BUSINESS WIRE)--Dec. 19, 2024-- The Real Brokerage Inc. (NASDAQ: REAX), a technology platform reshaping real estate for agents, home buyers and sellers, is proud to announce the release of its inaugural Sustainability Report.

"Our first Sustainability Report marks a significant step in our journey toward responsible business practices and a sustainable future in real estate," said Tamir Poleg, Chairman and CEO of Real. "While we are proud of the progress we've made to date, we recognize there is much more to accomplish. We look forward to continuing this journey alongside our stakeholders as we advance sustainability initiatives that create long-term value for our shareholders, agents, employees, communities, and partners."

Key highlights from the report include:

- **Innovative Technology Initiatives:** Continued enhancement of *Leo*, an AI-powered virtual assistant that enhances agent productivity while promoting resource efficiency.
- **Supporting Communities:** Expansion of the *One Real Impact* program to support agents during times of hardship.
- **Employee-Centered Policies:** Implementation of a flexible PTO policy to promote employee well-being and work-life balance.
- **Cybersecurity Measures:** Development of a framework to protect sensitive data.

With over 23,000 agents across North America, Real's rapid growth is underpinned by its dedication to responsible and sustainable business practices. The company's innovative technology platform positions it uniquely to reshape the home buying and selling experience in a more efficient and sustainable way.

The inaugural Sustainability Report is available on Real's website by following this [link](#).

About Real

Real (NASDAQ: REAX) is a real estate experience company working to make life's most complex transaction simple. The fast-growing company combines essential real estate, mortgage and closing services with powerful technology to deliver a single seamless end-to-end consumer experience, guided by trusted agents. With a presence throughout the U.S. and Canada, Real supports more than 23,000 agents who use its digital brokerage platform and tight-knit professional community to power their own forward-thinking businesses.

Forward-Looking Information

This press release contains forward-looking information within the meaning of applicable Canadian securities laws. Forward-looking information is often, but not always, identified by the use of words such as "seek", "anticipate", "believe", "plan", "estimate", "expect", "likely" and "intend" and statements that an event or result "may", "will", "should", "could" or "might" occur or be achieved and other similar expressions. These statements reflect management's current beliefs and are based on information currently available to management as of the date hereof. Forward-looking information in this press release includes, without limiting the foregoing, expectations regarding Real's initiatives and programs, and ability to continue to attract agents.

Forward-looking information is based on assumptions that may prove to be incorrect, including but not limited to Real's business objectives, expected growth, results of operations, performance, business projects and opportunities and financial results. Real considers these assumptions to be reasonable in the circumstances. However, forward-looking information is subject to known and unknown risks, uncertainties and other factors that could cause actual results, performance or achievements to differ materially from those expressed or implied in the forward-looking information. Important factors that could cause such differences include, but are not limited to, slowdowns in real estate markets, economic and industry downturns, Real's ability to attract new agents and retain current agents and those risk factors discussed under the heading "Risk Factors" in the Company's Annual Information Form dated March 14, 2024, a copy of which is available under the Company's SEDAR+ profile at www.sedarplus.ca. These factors should be carefully considered and readers should not place undue reliance on the forward-looking statements. Although the forward-looking statements contained in this press release are based upon what management believes to be reasonable assumptions, Real cannot assure readers that actual results will be consistent with these forward-looking statements. These forward-looking statements are made as of the date of this press release, and Real assumes no obligation to update or revise them to reflect new events or circumstances, except as required by law.

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