



real

# Investor Presentation

September 2022

real

# Legal Disclosure

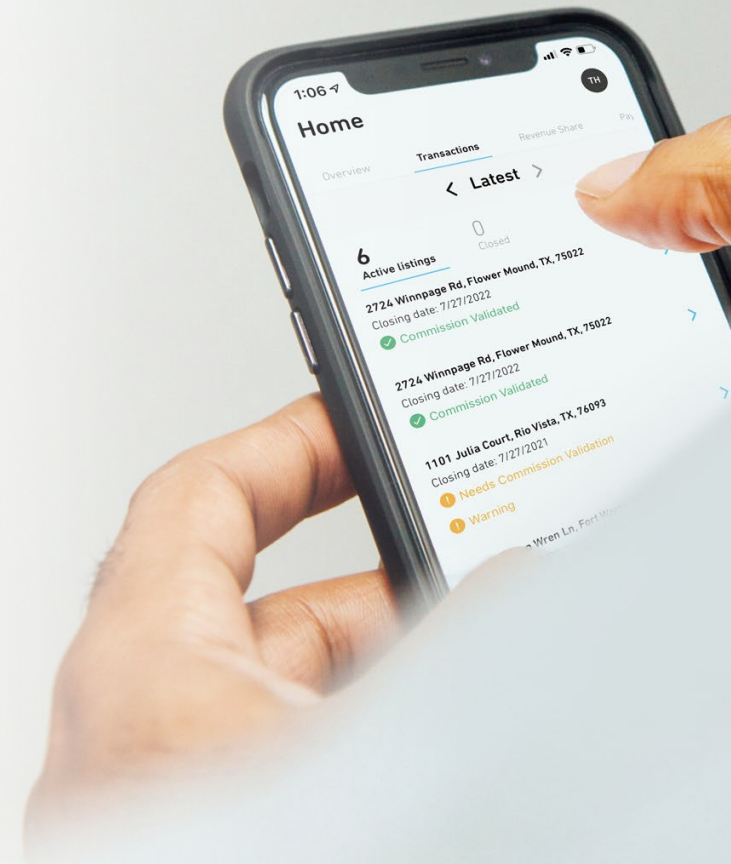
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**Note: Figures in this presentation are as of 6/30/22 unless otherwise specified.**

# The Real Brokerage

The Real Brokerage is revolutionizing the residential real estate industry by pairing best-in-class technology with the trusted guidance of the agent-led experience.



**REAX**

Dual listed on  
NASDAQ and TSX

**\$174M**

YTD '22 Revenues

**16,000+**

YTD '22 Transactions

**\$339M**

Market cap<sup>(1)</sup>

**6,000+**

Licensed Agents<sup>(2)</sup>

**44**

States

+ DC  
+ Alberta  
+ Ontario

# Significant Market Opportunity

To build a big business, you must solve a big problem.

U.S. TAM - \$215B

Other Real Estate Services - \$30B

Title Insurance & Escrow - \$35B

U.S. Residential Mortgage Commissions - \$50B

U.S. Residential Brokerage Commissions - \$100B

Recently purchased a nascent technology title company. Plans for further expansion into other ancillary services.



Recent expansion into Canada with future opportunities to continue to scale internationally.



“To start a company in residential real estate...Well, it’s the largest asset class in the world that’s been completely unaffected by technology.”

PETER THIEL, CO-FOUNDER OF PAYPAL, PALANTIR TECHNOLOGIES, AND FOUNDERS FUND

# A Large Industry Redistributed

As of July 2022, there are 1.6 million agents in the U.S., ~90% are with legacy brokerages that have had a dominant market share since the mid-1900s<sup>(1)</sup>. We are beginning to see the market shift to a new model...

## PAST

Still own ~90% of the market today



## FUTURE

Tech platforms rapidly gaining market share like our own

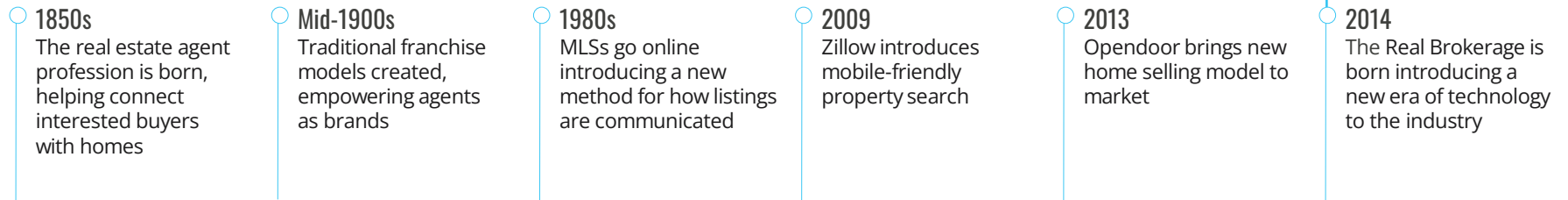


### Modern Agents Demand:

- ✓ Better Technology
- ✓ Better Economic Incentives
- ✓ Better Culture

## Evolution of an Industry

### TIMELINE





# Capturing Market Share: Agent Growth Strategy

## 1. Agent referrals

Real agents earn revenue share through five tiers of referrals, creating a network growth effect.

## 2. Geographic expansion

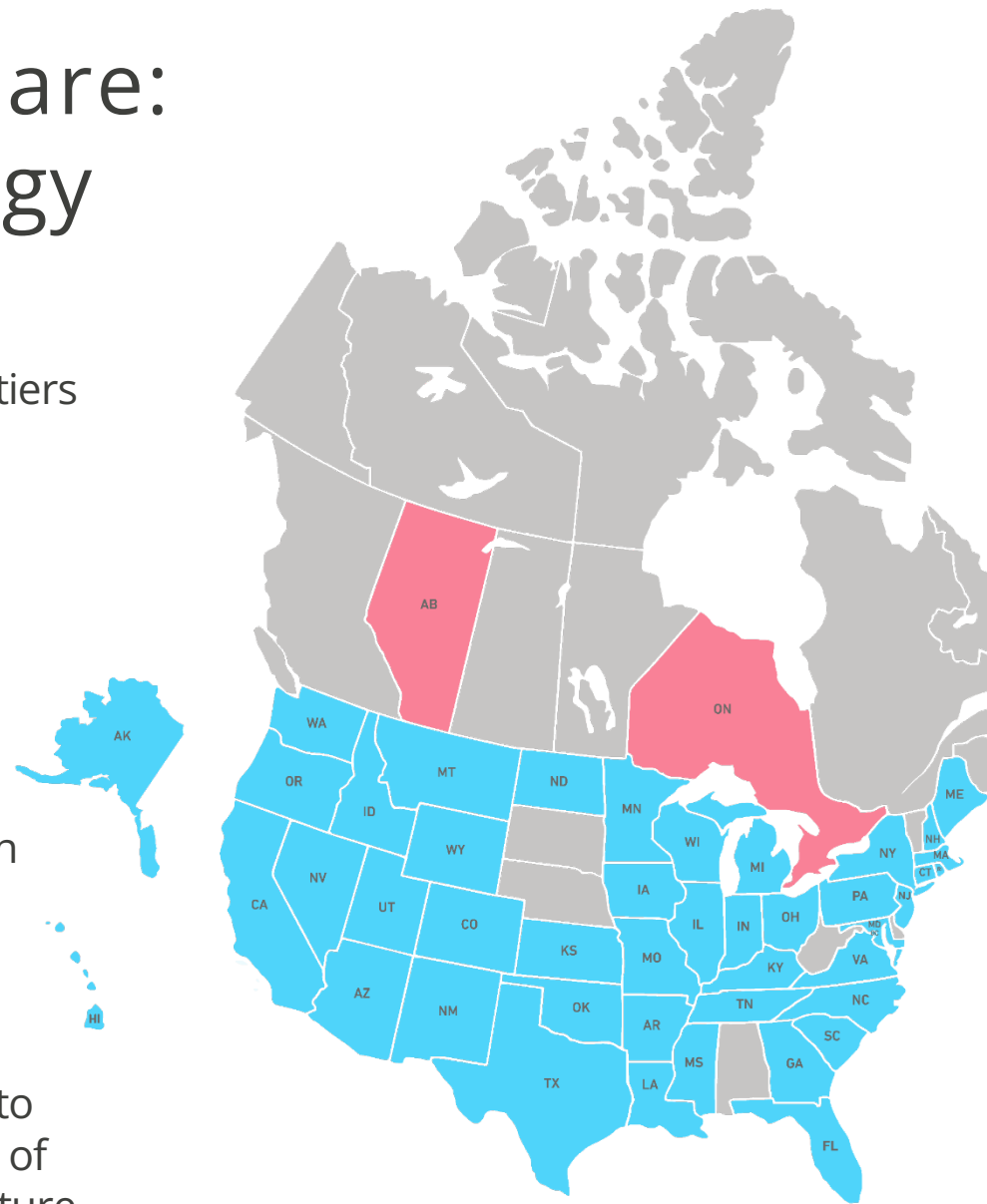
Real is rapidly adding new states and territories based on demand from productive agents.

## 3. Current market penetration

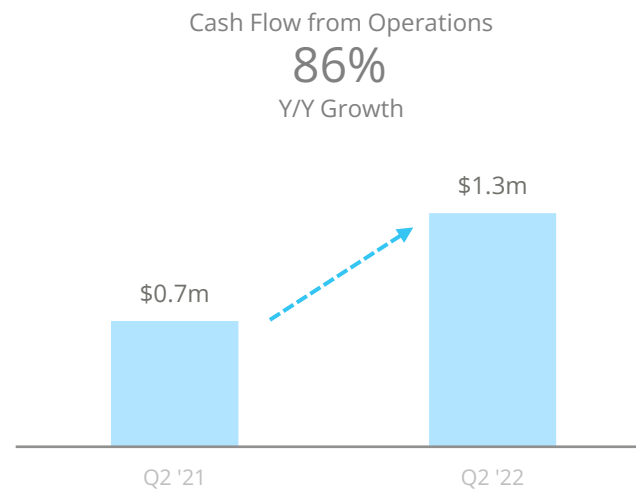
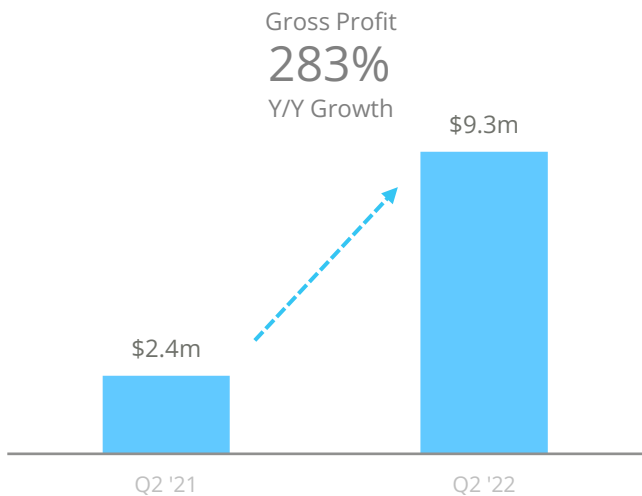
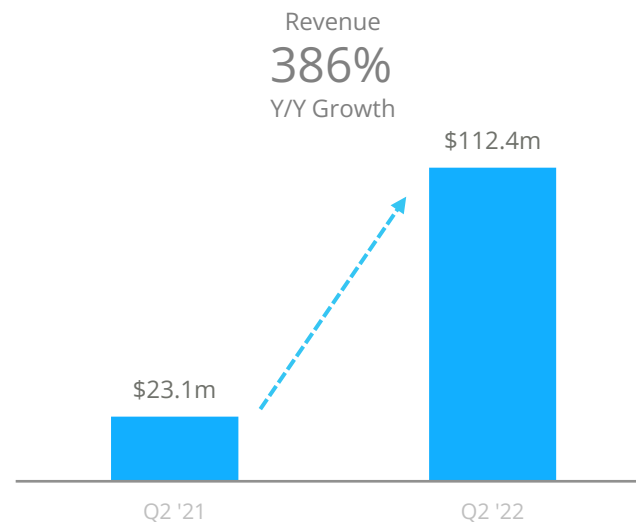
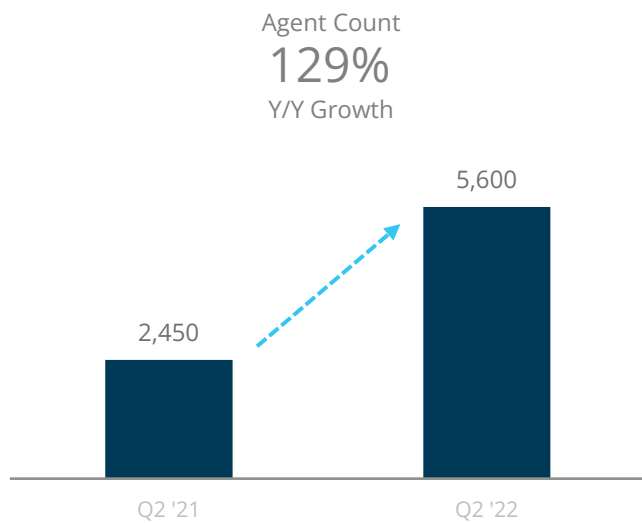
Real is shifting focus for deeper penetration in existing markets. Real is deploying marketing strategies to push for additional growth.

## 4. Retention

Equity plan, vested over multiple years helps to retain agent talent. Deliver a compelling suite of products and services as well as a leading culture to promote agent retention.



# Rapid Growth



# Q2 '22 Highlights

## Growth Initiatives

Hired VP of Sales, Rob Kim

- Targeting high-producing teams

Launched operations into Mississippi

- Now in 44 states, D.C. and 2 provinces

Expanded 'Real Launch' mentoring program to 12 more states

- 50/50 commission split for 8 months

Launched OneReal.com

- New consumer-focused website

Graduated to the Toronto Stock Exchange from the TSXV Exchange

- Increases global visibility for expanding investor base

## Agent Productivity

Renegotiated partnership with Chime

- CRM tool to boost agent productivity, with revenue opportunities for Real

Launched Knowledge Base

- 24/7 FAQ self-service support portal reduces agent support tickets

Implemented Real Design Center

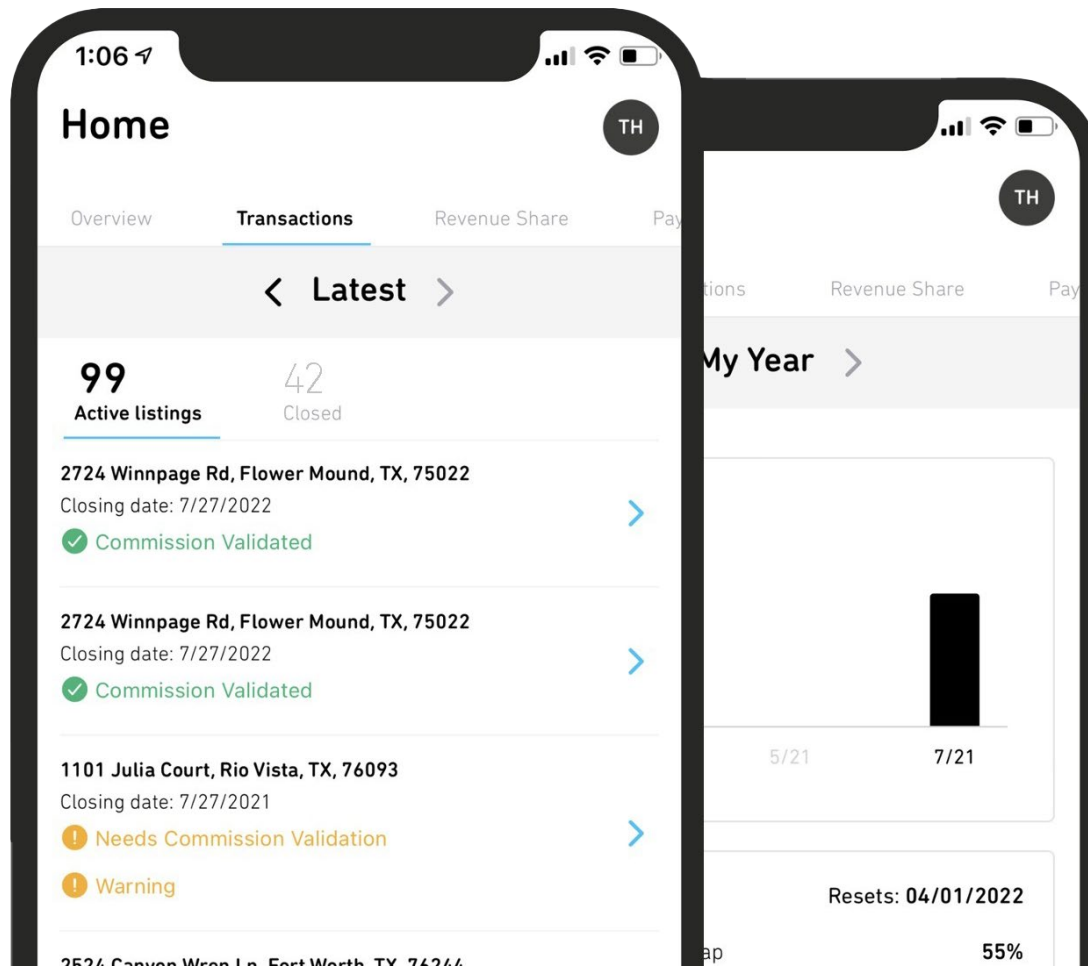
- Platform of customizable marketing assets for agent branding

Real App 2.0

- New proprietary transaction management software



# The Real Platform



## THE PLATFORM TODAY

Cloud-based app solution to manage pipeline, transaction, and commission — a nearly fully automated process in the U.S. which is the first of its kind in the industry, allowing for incredible scale.

In Q2 '22, our 9-member transaction team processed **over 10,000 transactions**, with the power of our technology.

In Q2 '22, we recorded our **highest single day** of transaction processing at 269.

# Consumer Vision: Fixing a Broken Homebuying Experience

An outdated process riddled with problems that lack a technologically-enhanced end-to-end solution

## Unpredictable

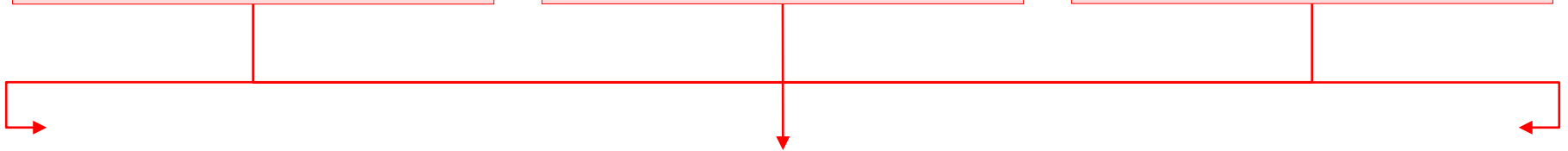
From a buyer's perspective, unforeseen issues seemingly pop up out of nowhere based on lack of awareness of potential outcomes

## Chaotic

Requires interactions with multiple parties (lender, insurance, etc.) with communication through multiple channels

## Nontransparent

No clear understanding of where you are in a seemingly complex and unintuitive process



Results in a poor customer experience.  
Consumers want more control and certainty over the process.

# The Real Solution

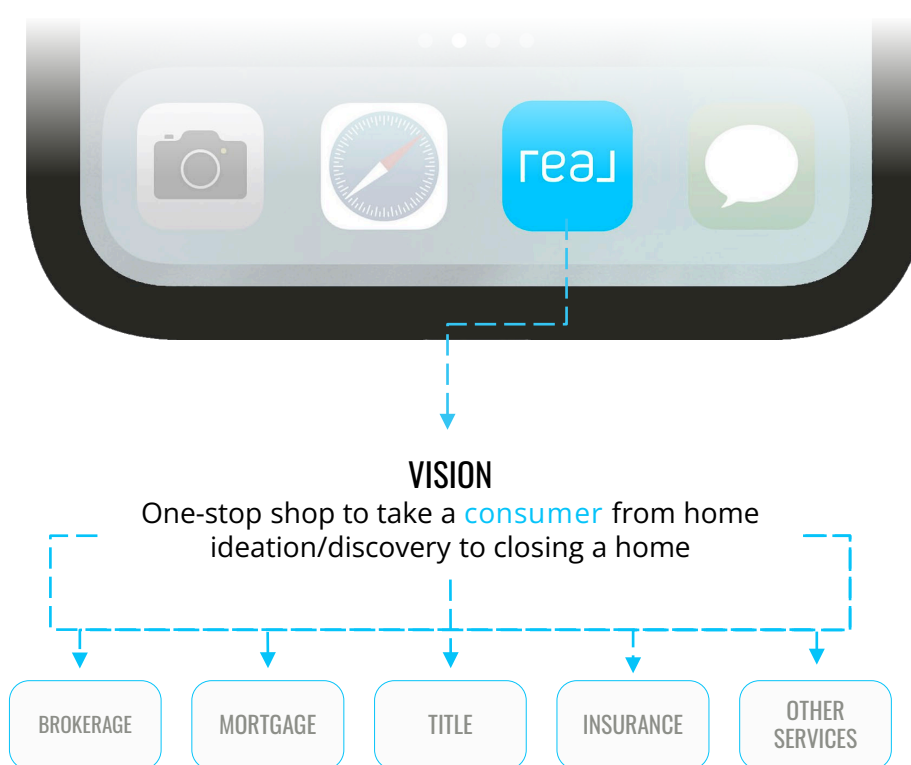
Building a better product and a better customer experience.

## OUR VISION FOR THE FUTURE

Real is looking to build a one-stop shop solution to provide homebuyers with more:

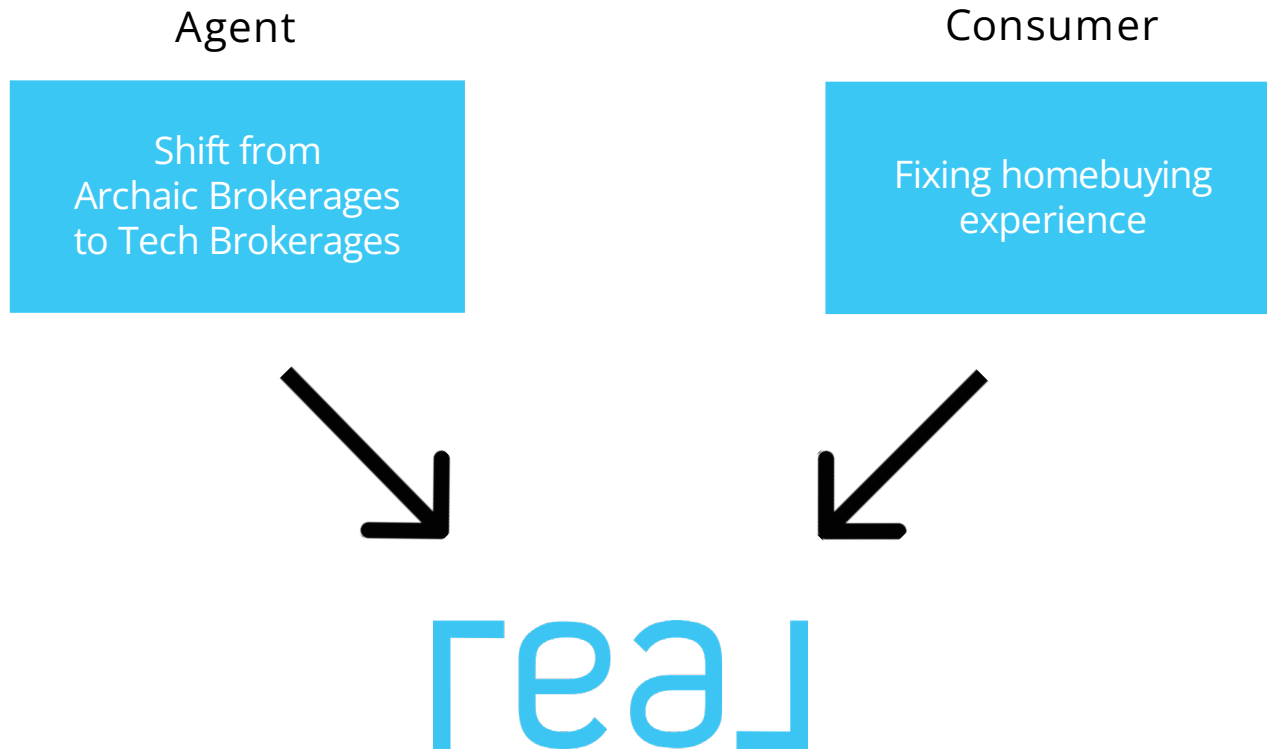
- ✓ Predictability
- ✓ Organization
- ✓ Transparency

We believe that building a **simplified** and **technology-enhanced** consumer platform combined with the help of a Real agent is the industry solution of the future



# Conclusion: Real Recap

We believe Real benefits as a disruptor during an industry transformation  
AND is positioned to benefit from fixing the homebuying process



Tea

Q&A

real

# APPENDIX

# Income Statement

	<i>Three months ended June 30,</i>		<i>Six months ended June 30,</i>	
	<b>2022</b>	<b>2021</b>	<b>2022</b>	<b>2021</b>
Revenue	112,356	23,095	174,005	32,404
Cost of Sales	103,064	20,667	158,851	28,739
<b>Gross Profit</b>	<b>9,292</b>	<b>2,428</b>	<b>15,154</b>	<b>3,665</b>
General and administrative expenses	6,116	2,819	11,490	5,124
Marketing expenses	5,700	1,214	9,416	1,864
Research and development expenses	1,680	1,185	2,719	3,180
<b>Operating Loss</b>	<b>(4,204)</b>	<b>(2,790)</b>	<b>(8,471)</b>	<b>(6,503)</b>
Other income	(257)	-	(436)	-
Finance costs, net	208	158	372	268
<b>Net Loss</b>	<b>(4,155)</b>	<b>(2,948)</b>	<b>(8,407)</b>	<b>(6,771)</b>
Non-controlling interest	53	-	114	-
<b>Net Loss Attributable to Owners of the Company</b>	<b>(4,208)</b>	<b>(2,948)</b>	<b>(8,521)</b>	<b>(6,771)</b>
<i>Other comprehensive income/(loss):</i>				
Unrealized losses on available for sale investment portfolio	(116)	-	(393)	-
Foreign currency translation adjustment	190	-	394	-
<b>Comprehensive Loss Attributable to Owners of the Company</b>	<b>(4,134)</b>	<b>(2,948)</b>	<b>(8,520)</b>	<b>(6,771)</b>
<b>Comprehensive Income Attributable to NCI</b>	<b>53</b>	<b>-</b>	<b>114</b>	<b>-</b>
<b>Comprehensive Loss</b>	<b>(4,081)</b>	<b>(2,948)</b>	<b>(8,406)</b>	<b>(6,771)</b>
<i>Loss per Share</i>				
Basic and diluted loss per share	(0.02)	(0.03)	(0.05)	(0.06)
<b>Weighted-average shares, basic and diluted</b>	<b>178,330</b>	<b>110,655</b>	<b>178,330</b>	<b>110,655</b>



# Balance Sheet

	June 30, 2022	December 31, 2021
<b>Assets</b>		
Cash	32,520	29,082
Restricted cash	-	47
Investment securities available for sale at fair value	4,429	8,811
Trade receivables	240	254
Other receivables	66	23
Prepaid expenses and deposits	1,299	448
<b>Current assets</b>	<b>38,554</b>	<b>38,665</b>
Intangible assets	395	451
Goodwill	12,527	602
Property and equipment	754	170
Right-of-use assets	67	109
<b>Non-current assets</b>	<b>13,743</b>	<b>1,332</b>
<b>Total assets</b>	<b>52,297</b>	<b>39,997</b>
<b>Liabilities</b>		
Accounts payable and accrued liabilities	12,124	6,604
Other payables	15,103	3,351
Lease liabilities	86	91
<b>Current liabilities</b>	<b>27,313</b>	<b>10,046</b>
Lease liabilities	-	40
Accrued stock-based compensation	6,319	2,268
Warrants outstanding	254	639
<b>Non-current liabilities</b>	<b>6,573</b>	<b>2,947</b>
<b>Total liabilities</b>	<b>33,886</b>	<b>12,993</b>
<b>Equity (Deficit)</b>		
Share premium	63,537	63,397
Stock-based compensation reserve	10,836	6,725
Deficit	(38,648)	(30,127)
Other Reserves	(346)	(347)
Treasury Stock, at cost	(17,103)	(12,644)
<b>Equity (Deficit) attributable to Owners</b>	<b>18,276</b>	<b>27,004</b>
Non-controlling interests	135	-
<b>Total liabilities and equity</b>	<b>52,297</b>	<b>39,997</b>

# Adjusted EBITDA Reconciliation

	<i>Three months ended June 30,</i>		<i>Six months ended June 30,</i>	
	<b>2022</b>	<b>2021</b>	<b>2022</b>	<b>2021</b>
<b>Net Income (loss)</b>	<b>(4,134)</b>	<b>(2,948)</b>	<b>(8,520)</b>	<b>(6,771)</b>
<i>Non operating expenses</i>				
Finance costs	377	158	879	268
Depreciation	135	44	138	86
Stock-based compensation	1,446	2,045	3,231	4,793
NASDAQ listing expenses	-	145	-	145
Restructuring expenses	-	60	-	60
Extraordinary expenses	155	-	281	-
<b>Adjusted EBITDA</b>	<b>(2,021)</b>	<b>(496)</b>	<b>(3,991)</b>	<b>(1,419)</b>

# Statement of Cash Flows

	<i>Three months ended June 30,</i>		<i>Six months ended June 30,</i>	
	<b>2022</b>	<b>2021</b>	<b>2022</b>	<b>2021</b>
<b>Cash flows from operating activities</b>				
Loss for the period	(4,155)	(2,948)	(8,407)	(6,771)
Adjustments for:				
Depreciation	135	44	138	86
Equity-settled share-based payment transactions	274	1,868	1,211	4,616
Unrealized gain and loss on short term investments	(277)	-	-	-
Gain on short term investments	(62)	-	(135)	-
Finance costs (income), net	100	158	209	268
Changes in:				
Restricted Cash	47	-	47	-
Trade receivables	111	518	14	(92)
Other receivables	21	1	(43)	198
Prepaid expenses and deposits	149	(12)	(851)	(86)
Accounts payable and accrued liabilities	4,071	622	5,520	2,429
Stock Compensation Payable (RSU)	2,481	205	4,051	312
Other payables	(1,583)	250	11,752	256
<b>Net cash provided by (used in) operating activities</b>	<b>1,312</b>	<b>706</b>	<b>13,506</b>	<b>1,216</b>

# Statement of Cash Flows (cont.)

	<i>Three months ended June 30,</i>		<i>Six months ended June 30,</i>	
	<b>2022</b>	<b>2021</b>	<b>2022</b>	<b>2021</b>
<b>Cash flows from investing activities</b>				
Purchase of property and equipment	(249)	(29)	(625)	(43)
Acquisition of subsidiary	-	-	(7,445)	(1,100)
<b>Net cash provided by (used in) investing activities</b>	<b>(249)</b>	<b>(29)</b>	<b>(8,070)</b>	<b>(1,143)</b>
<b>Cash flows from financing activities</b>				
Investment in securities	3,989	(8,857)	3,989	(8,857)
Proceeds from exercise of Warrants	-	26,475	-	26,475
Purchases of Common Shares for Restricted Share Unit (RSU) Plan	(1,180)	(919)	(5,692)	(919)
Proceeds from exercise of stock options	24	10	47	10
Payment of lease liabilities	(22)	(21)	(45)	(41)
Cash distribution for non-controlling interest	(43)	-	(43)	-
<b>Net cash provided by financing activities</b>	<b>2,768</b>	<b>16,688</b>	<b>(1,744)</b>	<b>16,668</b>
Net change in cash and cash equivalents	3,831	17,365	3,692	16,741
Cash, beginning of period	28,941	20,527	29,082	21,226
Fluctuations in foreign currency	(252)	12	(254)	(63)
<b>Cash, end of period</b>	<b>32,520</b>	<b>37,904</b>	<b>32,520</b>	<b>37,904</b>
<b>Supplemental disclosure of non-cash activities</b>				
Cash grants payable as part of Expetitle acquisition	-	-	75	-
Share-based compensation as part of Expetitle acquisition	-	-	4,325	-
Release of vested common shares from benefits trust	764	-	1,326	-