3 October 2023

Dear shareholder,

**REA GROUP’S 2023 ANNUAL GENERAL MEETING**

On behalf of your Board, I invite you to the 2023 Annual General Meeting (AGM or Meeting) of REA Group Ltd (the Company). The AGM will be held on Thursday, 16 November 2023 commencing at 10.00am (AEDT).

The AGM will be held as a hybrid meeting, which will allow our shareholders and proxy holders the flexibility to attend the AGM in person or to participate online.

**Attending the AGM in person**

Shareholders and proxy holders who wish to attend the AGM in person can do so at REA Group Ltd’s Head Office, Ground Floor, 511 Church Street, Richmond, Victoria, 3121. If you decide to attend in person, you will need to register upon arrival on the day of the AGM. The registration desk will be open from 9.30am (AEDT).

For the health and safety of all attendees, if you feel unwell, we ask that you do not attend the AGM in person, and instead join the AGM online. If it becomes necessary or appropriate to make alternative arrangements for the holding of the Meeting, the Company will give shareholders as much notice as possible. Any additional information will be announced to the ASX and made available at [https://www.rea-group.com/investor-centre/annual-general-meeting/](https://www.rea-group.com/investor-centre/annual-general-meeting/).

**Accessing the AGM online**

We encourage shareholders and proxy holders who do not attend in person to join the AGM virtually via the online portal at [https://meetings.linkgroup.com/REA23](https://meetings.linkgroup.com/REA23). The online portal will go live from 9.30am (AEDT) on Thursday, 16 November 2023.

Information on how to join and participate in the AGM (including how to vote and ask questions) is available in the ‘Online Meeting Guide’ available at [https://www.rea-group.com/investor-centre/annual-general-meeting/](https://www.rea-group.com/investor-centre/annual-general-meeting/).

A copy of the AGM webcast will also be available online after the meeting concludes at [https://www.rea-group.com/investor-centre/webcasts/](https://www.rea-group.com/investor-centre/webcasts/).

**Notice of Meeting and Voting Form**

The Notice of Meeting and other important information about the AGM is available for download from our website at [https://www.rea-group.com/investor-centre/annual-general-meeting/](https://www.rea-group.com/investor-centre/annual-general-meeting/).

The Voting Form can be accessed at [https://investorcentre.linkgroup.com](https://investorcentre.linkgroup.com).

**Items of business**

At the AGM, Owen Wilson, the Company’s Chief Executive Officer, and I will provide an overview of the operations and performance of the Company and its controlled entities (together REA Group) during the financial year ended 30 June 2023 and an update on matters important to the Company, its shareholders, and stakeholders.

The items of business to be considered at the AGM are set out in the Notice of Meeting, along with explanatory notes containing further details on those items, and other important information in relation to the AGM.


Your Board and management team look forward to welcoming you to the AGM, either in person or virtually.

Yours sincerely

[Signature]

Hamish McLennan
Chairman
Changing the way the world experiences property
Notice of Annual General Meeting

The 2023 Annual General Meeting of REA Group Ltd will be held on Thursday 16 November 2023 commencing at 10.00am (AEDT).

Notice is given that the 2023 Annual General Meeting (AGM or Meeting) of REA Group Ltd (the Company) will be held on Thursday, 16 November 2023 at 10.00am (AEDT).

Shareholders and proxy holders can participate in the AGM in person or via the online portal at https://meetings.linkgroup.com/REA23. Shareholders and proxy holders who wish to attend the AGM in person can do so at REA Group Ltd’s Head Office, Ground Floor, 511 Church Street, Richmond, Victoria, 3121. If you decide to join the Meeting at our Head Office, you will need to register upon arrival on the day of the AGM. The registration desk will be open from 9.30am (AEDT).

Further information on how to participate virtually is set out in this Notice of Meeting and in the ‘Online Meeting Guide’ available online at https://www.rea-group.com/investor-centre/annual-general-meeting/. For any enquiries relating to online participation, please contact the Company’s share registry on 1300 554 474.

AGM AGENDA

9.30am: In person registration commences and online portal opens. For those attending online, follow the instructions in the ‘Online Meeting Guide’ to log onto the online portal and register your attendance by entering your details and accepting the terms and conditions.

10.00am: AGM commences
- Chairman’s address
- CEO presentation
- Items of business

ITEMS OF BUSINESS

1 Consideration of Reports

2 Remuneration Report
To consider and, if thought fit, pass the following resolution as an ordinary resolution:
- That the Remuneration Report for the year ended 30 June 2023 be adopted.

3 Re-election of Director
To consider and, if thought fit, pass the following resolution as an ordinary resolution:
- That Nick Dowling, who retires in accordance with the Company’s Constitution, and being eligible, be re-elected as a Director of the Company.

4 Grant of Performance Rights to Owen Wilson
To consider and, if thought fit, pass the following resolution as an ordinary resolution:
- That approval be given for all purposes for the grant of performance rights under the 2026 REA Group long-term incentive plan (LTI Plan 2026), to the Chief Executive Officer, Owen Wilson, on the terms set out in the Explanatory Notes.

5 Increase in Non-executive Directors’ fee pool
To consider and, if thought fit, pass the following resolution as an ordinary resolution:
- That the maximum aggregate annual fees that may be paid to the Company’s Non-executive Directors be increased by $800,000 from $1,900,000 to a maximum of $2,700,000.

Please refer to the Explanatory Notes and Important Information for Shareholders section, which form part of this Notice of Meeting, for information regarding each item of business and how to participate in the Meeting.

By order of the Board

Tamara Kayser
Company Secretary
3 October 2023
EXPLANATORY NOTES

Item 1 – Consideration of Reports
In accordance with section 317 of the Corporations Act, the Company is required to lay before the AGM:

a. the reports of the Directors and Auditor, for the year ended 30 June 2023; and

Whilst there is no formal resolution or vote required on Item 1, shareholders will be given a reasonable opportunity to comment and raise questions on the matters contained within the reports. Shareholders will also be able to ask questions of the Company’s auditor (Ernst & Young). Shareholders can access a copy of the 2023 Annual Report (which includes the Financial Report, the Directors’ Report and the Auditor’s Report) on REA Group’s website at https://www.rea-group.com/about-us/news-and-insights/annual-reports/.

Item 2 – Remuneration Report
The Corporations Act requires that a resolution to adopt the Remuneration Report must be put to a vote at the AGM. The vote on this item is advisory only and is not binding on the Directors or the Company. However, the Board will have regard to the outcome of the vote and the discussion at the Meeting when reviewing REA Group’s remuneration practices and policies for future years.

The Remuneration Report is presented within the Directors’ Report on pages 52 to 64 of the Company’s 2023 Annual Report and is available on REA Group’s website at https://www.rea-group.com/about-us/news-and-insights/annual-reports/.

The Remuneration Report sets out the remuneration policy for the REA Group and explains the remuneration arrangements in place for key management personnel (KMP).

Voting Exclusion Statement:
The Company will disregard any votes cast on Item 2:

- by, or on behalf of, a member of the Company’s KMP named in the Company’s 2023 Remuneration Report, or their closely related parties (regardless of the capacity in which the vote is cast); or
- as a proxy by a person who is a member of the KMP at the date of the Meeting, or their closely related parties.

However, votes will not be disregarded if they are cast as proxy for a person entitled to vote on Item 2:

- in accordance with a direction on the Voting Form or received online (as applicable); or
- by the Chairman of the Meeting pursuant to an express authorisation to exercise the proxy as the Chairman sees fit, even though the item is connected with the remuneration of the Company’s KMP.

Recommendation: The Board recommends that shareholders vote in favour of Item 2.

Item 3 – Re-election of Director
The Human Resources Committee is responsible for identifying suitable candidates to recommend to the Board to fill Board vacancies, either in response to casual vacancies or to complement the existing skills, experience and diversity of the Board. External consultants may be engaged (where appropriate) to assist in a search for a candidate. The 2023 Corporate Governance Statement at https://www.rea-group.com/investor-centre/corporate-governance/ provides further information on the Company’s Director appointment, election and re-election process.

Nick Dowling is retiring by rotation at the end of the AGM and, being eligible, is standing for re-election at the AGM in accordance with the Company’s Constitution and the ASX Listing Rules. His expertise and experience is set out below. The Board considers that, if re-elected, Nick Dowling would be an independent Director of the Company.

Nick Dowling
BAcc, GradDipAppFin
Non-executive Director appointed 9 May 2018

Mr Dowling is Chief Executive Officer of the Jellis Craig Group, a leading real estate business based in Melbourne, Australia. He assumed the role in June 2011 and is responsible for overseeing the growth, risk management, and long term strategic direction of the group. Prior to this, Mr Dowling was the Head of Real Estate, Business Banking at Macquarie Bank Limited. He commenced his career with National Australia Bank across various divisions of the bank.

Recommendation: On the basis of his experience, qualifications and skills, and his contribution to the Board’s activities, the Board (other than Nick Dowling) recommends that shareholders vote in favour of Nick Dowling’s re-election.
Item 4 – Grant of Performance Rights to Owen Wilson
The Board is seeking the approval of shareholders for the grant of 17,700 performance rights under the LTI Plan 2026 to the Chief Executive Officer, Owen Wilson in accordance with the key terms outlined below.

Each performance right entitles Mr Wilson to one fully paid ordinary share in the Company, subject to satisfaction of the performance conditions detailed below (which may include under-vesting depending on performance outcomes).

If the performance rights vest and Mr Wilson becomes entitled to be allocated shares under the LTI Plan 2026, all such shares will be purchased on-market and transferred to Mr Wilson. Accordingly, the grant of performance rights and allocation of shares on vesting of those performance rights to Mr Wilson does not require shareholder approval under ASX Listing Rule 10.14. The Board is nevertheless voluntarily seeking shareholder approval in recognition of the importance of shareholder engagement on key remuneration issues.

Performance Rights under the Long-Term Incentive Plan 2026
The performance rights proposed to be granted to Mr Wilson under the LTI Plan 2026 are subject to the key terms outlined below and also those outlined in the long-term incentive plan (LTIP) rules. REA Group refers to this grant as “LTI Plan 2026” as its 3-year performance period ends at the conclusion of FY26.

The LTI Plan 2026 is structured in a manner that is largely reflective of the LTI Plan 2025. Further details of the LTIP are contained in the Remuneration Report. However it should be noted that certain changes have been made to the LTI Plan 2026 and those changes will be described in detail in the FY24 Remuneration Report. Changes made to the LTI Plan 2026, as compared to the LTI Plan 2025, include the introduction of malus and clawback provisions, and a change to the default treatment on cessation of employment. Under the LTI Plan 2026, where employment ceases for any reason other than resignation or for cause, a pro-rata portion of unvested performance rights (by reference to time employed in the performance period) will remain on foot and be tested in the ordinary course at the end of the performance period, unless the Board determines otherwise. Additionally, the rTSR vesting schedule for the LTI Plan 2026, set out below, has been adjusted to align to market norms.

Determining number and value
The number of performance rights issued to Mr Wilson is calculated by dividing $2,620,000, being Mr Wilson’s maximum entitlement to participate in the LTI Plan 2026, by the value per right. The value per right is determined on a face value basis using the volume weighted average price of Company shares traded on the ASX in the first 20 trading days of FY24.
Performance conditions
The LTI Plan 2026 is subject to three performance conditions. The weighting and vesting schedule applied to each performance condition is as follows:

<table>
<thead>
<tr>
<th>Performance condition</th>
<th>Weighting</th>
<th>Vesting schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EPS</strong>: Compound annual growth in earnings per share (EPS) between 1 July 2023 and 30 June 2026</td>
<td>50%</td>
<td>Below Threshold – 0% \nThreshold – 30% of maximum \nTarget – 50% of maximum \nStretch (at or above) – 100% of maximum</td>
</tr>
<tr>
<td><strong>Revenue</strong>: Compound annual growth in revenue between 1 July 2023 and 30 June 2026</td>
<td>25%</td>
<td>Below Threshold – 0% \nThreshold – 30% of maximum \nTarget – 50% of maximum \nStretch (at or above) – 100% of maximum</td>
</tr>
<tr>
<td><strong>rTSR</strong>: Relative Total Shareholder Return (rTSR) compared to a select group of 37 ASX listed companies (excluding mining and resources, energy and infrastructure, materials, industrials and healthcare companies) measured over the period 1 July 2023 to 30 June 2026</td>
<td>25%</td>
<td>Below Threshold – 0% \nThreshold (Median) – 50% of maximum \nTarget (62.5th percentile) – 75% of maximum \nStretch (at or above 75th percentile) – 100% of maximum</td>
</tr>
</tbody>
</table>

1 The Board has discretion to adjust the comparator group to take account of events including, but not limited to, de-listings, takeovers and mergers or demergers.

Vesting continues on a straight-line basis between threshold and target and then again between target and stretch levels of performance. Further details are contained in the Remuneration Report.

EPS growth was again chosen as a performance condition as it is an indicator of increasing shareholder value and provides an appropriate balance to the revenue target, as revenue growth needs to be pursued in a way that grows earnings.

Revenue growth was again chosen as a performance condition as the REA Group continues to pursue growth, and it counterbalances the EPS growth performance condition by ensuring earnings targets cannot be met without appropriate top line growth.

Relative Total Shareholder Return was again chosen as a performance condition to provide a direct link between the experience of the Company’s shareholders and executive long-term rewards.

In assessing achievement against these performance conditions, the Board may have regard to any matters that it considers relevant, and retains discretion to review and adjust outcomes to ensure that the results are appropriate.

Performance targets
The Board considers that the growth rates required to attract full or partial vesting for the EPS growth and revenue growth performance conditions are commercially sensitive and therefore do not disclose them to the market. This has been the Board’s usual practice for a number of years and the Board continues to believe it to be appropriate. The Board confirms its commitment to driving growth for shareholders over the longer term as it continues to consider the Company a growth company.

If Mr Wilson satisfies the performance conditions, such that performance rights granted to him under the LTI Plan 2026 ultimately vest following completion of the performance period, the challenging performance targets set by the Board will be disclosed in the Company’s FY26 Remuneration Report.
If Shareholder approval is not obtained

If shareholders do not approve the proposed grant of performance rights to Mr Wilson under Item 4, the proposed grant of performance rights and allocation of shares on vesting will not proceed. This may impact the Company’s ability to incentivise Mr Wilson and to align his interests with those of shareholders, and the Board may need to consider alternative remuneration arrangements, including a cash payment, to appropriately remunerate and incentivise Mr Wilson. Any alternative remuneration arrangements would be subject to the same performance conditions.

Additional disclosure in relation to the grant of performance rights to Mr Wilson

The following information sets out additional details:

a. No cash amount is payable by Mr Wilson on the issue or vesting of each performance right as the performance rights form part of Mr Wilson’s remuneration. Accordingly, there is also no loan proposed to be made by the Company to Mr Wilson in relation to the award of these performance rights.

b. Since his appointment as CEO, Mr Wilson has been granted 47,999 performance rights under the LTIP for no cash consideration (as they form part of his remuneration package). Mr Wilson was also granted 12,541 performance rights for no cash consideration under REA Group’s one-off Recovery Incentive Plan following approval at the 2020 Annual General Meeting. Mr Wilson was previously granted performance rights in his capacity as Chief Financial Officer of the Company, as disclosed in the Company’s previous Remuneration Reports. Mr Wilson is the only person entitled to participate in LTI Plan 2026 who is a person described in ASX Listing Rule 10.14.

c. The performance rights that are the subject of this approval will be granted to Mr Wilson as soon as practicable after the date of the Meeting (and, in any event, within 12 months of the date of the Meeting).

d. Mr Wilson is an executive director of the Company and, following a review conducted by the Board in August 2023, his current remuneration package comprises:
   - fixed annual remuneration of $1,740,000 (inclusive of superannuation);
   - a short-term incentive up to a maximum of $2,800,000; and
   - a long-term incentive to be granted under the LTIP up to a maximum of $2,620,000.

Further details of Mr Wilson’s remuneration package are included in the Remuneration Report.

e. The Company uses performance rights for Mr Wilson’s long-term incentive because the LTIP is designed to link long-term executive reward with ongoing creation of shareholder value, with the allocation of equity awards which are subject to satisfaction of long-term performance conditions.

f. Details of any performance rights issued under the LTIP will be published in the Company’s Annual Report relating to the period in which they were issued, along with a statement that approval for the issue was obtained from shareholders. Any persons covered by ASX Listing Rule 10.14 who become entitled to participate in an issue of securities under the scheme after this resolution is approved and who were not named in the Notice of Meeting will not participate until approval is obtained.

Voting Exclusion Statement:

The Company will disregard any votes cast on Item 4:

- in favour of the resolution by, or on behalf of, Owen Wilson or his associates (regardless of the capacity in which the vote is cast); or
- as a proxy by a person who is a member of the Company’s KMP at the date of the Meeting, or their closely related parties.

However, votes will not be disregarded if they are cast on Item 4:

- as a proxy or attorney for a person entitled to vote on Item 4 in accordance with directions given to the proxy or attorney to vote on the resolution in that way; or
- as a proxy for a person entitled to vote on Item 4 by the Chairman of the Meeting pursuant to an express authorisation to exercise the proxy as the Chairman sees fit even though the item is connected with the remuneration of the Company’s KMP; or
- by a holder acting solely in a nominee, trustee, custodial or other fiduciary capacity on behalf of a beneficiary provided the following conditions are met:
  - the beneficiary provides written confirmation to the holder that the beneficiary is not excluded from voting, and is not an associate of a person excluded from voting on Item 4; and
  - the holder votes on Item 4 in accordance with directions given by the beneficiary to the holder to vote in that way.

Recommendation: The Board (other than Owen Wilson) recommends that shareholders vote in favour of Item 4.
Notice of Annual General Meeting 2023

Item 5 – Increase in Non-executive Directors’ fee pool

The aggregate fee pool from which the Company pays Non-executive Directors (including all Board and Committee fees and statutory superannuation contributions) (Fee Pool) was last approved by shareholders at $1,900,000 per annum. The Board seeks approval for all purposes, including ASX Listing Rule 10.17 and rule 7.3(a) of the Company’s Constitution, to increase the Fee Pool by $800,000 to $2,700,000 per annum.

The current Fee Pool cap was approved by shareholders at the 2021 Annual General Meeting, at which time there were only five paid Non-executive Directors. This has since increased to six, with Ms Tracey Fellows now receiving director fees following her retirement as an executive of News Corporation, the Company’s majority shareholder.

The Board is therefore seeking approval from shareholders to increase the Fee Pool to:

a. ensure the Company has the capacity to continue to maintain a competitive level of Board remuneration, as this will assist the Company in continuing to attract and retain high calibre Non-executive Directors;
b. allow the Company to maintain a sufficient fee buffer to provide flexibility in succession planning in advance of specific needs arising. This may include appointing new directors to the Board before the director they are replacing retires, to facilitate orderly succession; and
c. allow room in the Fee Pool for the appointment of an additional Non-executive Director should it be determined that one is required. This may be necessary to either meet the Board’s increased workload or fill any skills gaps the Board may identify as critical to the stewardship of the Company as its business expands and industry evolves, or both.

Information regarding the remuneration paid to Non-executive Directors for the year ended 30 June 2023 is set out in the Remuneration Report.

The Fee Pool is a maximum limit only. The level of individual fees paid to Non-executive Directors is generally reviewed every two years for alignment with market practice and with input from independent remuneration consultants. The Board does not intend to increase the annual remuneration of Non-executive Directors in FY24. If this resolution is not approved, the Fee Pool will remain at $1,900,000.

None of the Company’s Non-executive Directors has been issued with any securities with approval of the Company’s shareholders under ASX Listing Rules 10.11 or 10.14 at any time within the last three years.

Voting Exclusion Statement:
The Company will disregard any votes cast on Item 5:
- in favour of the resolution by, or on behalf of a Director of REA or an associate of a Director (regardless of the capacity in which the vote is cast); or
- as a proxy by a person who is a member of the Company’s KMP at the date of the Meeting, or their closely related parties.

However, votes will not be disregarded if they are cast on Item 5:
- as a proxy or attorney for a person entitled to vote on Item 5 in accordance with directions given to the proxy or attorney to vote on the resolution in that way; or
- as a proxy for a person entitled to vote on Item 5 by the Chairman of the Meeting pursuant to an express authorisation to exercise the proxy as the Chairman sees fit even though the item is connected with the remuneration of the Company’s KMP; or
- by a holder acting solely in a nominee, trustee, custodial or other fiduciary capacity on behalf of a beneficiary provided the following conditions are met:
  - the beneficiary provides written confirmation to the holder that the beneficiary is not excluded from voting, and is not an associate of a person excluded from voting on Item 5; and
  - the holder votes on Item 5 in accordance with directions given by the beneficiary to the holder to vote in that way.

Recommendation: As each Director has an interest in the outcome of Item 5, the Board does not consider it appropriate to make a recommendation to shareholders how to vote on Item 5.
Notice of Annual General Meeting 2023

IMPORTANT INFORMATION FOR SHAREHOLDERS

Eligibility to vote
You are eligible to vote at the AGM if you are registered as a holder of the Company’s shares at 7.00pm (AEDT) on Tuesday, 14 November 2023.

Ways of voting
If you are entitled to vote at the AGM, you can exercise your vote in the following ways.

<table>
<thead>
<tr>
<th>Option</th>
<th>Details</th>
<th>Instructions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cast your vote before the AGM</td>
<td>You can vote before the AGM online or by completing and submitting the Voting Form. If you wish to vote before the AGM, you are encouraged to do so online. If you wish to vote before the AGM using the Voting Form, please be aware of current postal timeframes.</td>
<td>Online: You can cast your vote directly at <a href="https://investorcentre.linkgroup.com">https://investorcentre.linkgroup.com</a>. To cast your vote online you will need to follow the instructions on that website and submit your vote by 10.00am (AEDT) on Tuesday, 14 November 2023. To log in to that website you will need your shareholder number and the postcode for your shareholding. Voting Form: To cast your direct vote using the Voting Form, you must complete the Voting Form by following the instructions on the form. There are a number of different methods you can use to lodge your completed Voting Form with the Company’s share registry. Those methods are outlined on the Voting Form. For your vote to be valid your completed Voting Form must be received by the Company’s share registry by 10.00am (AEDT) on Tuesday, 14 November 2023.</td>
</tr>
</tbody>
</table>
**Option** | **Details** | **Instructions**
--- | --- | ---
**Appoint a proxy before the AGM** | Each shareholder entitled to attend the AGM and vote at the AGM may appoint a proxy to attend the AGM and vote at the AGM on your behalf. You can appoint a proxy before the AGM online or by completing and submitting the Voting Form. The name and email of the person you are appointing as your proxy should be provided. An email will be sent to your appointed proxy with details on how to access the meeting online. Your proxy may be an individual or a body corporate and does not need to be a shareholder of the Company. You cannot appoint more than two proxies. If you do appoint two proxies to attend and vote for you, you must specify the proportion or number of votes that each of your two proxies can exercise. If you do not do that, each proxy may exercise half of your votes. If you have specified how your proxy is to vote on an item of business, your proxy must vote the way you have specified. Your proxy can only vote on the items of business that you are entitled to vote on. If you have specified how your proxy is to vote on an item of business, but your proxy does not attend the AGM – or does not vote on that item – then your proxy will default to the Chairman of the Meeting and the Chairman will vote as you have directed. If the Chairman of the Meeting is appointed as a proxy or becomes a proxy by default, the Chairman is expressly authorised to vote undirected proxies as he sees fit on remuneration-related items. The Chairman intends to vote all available proxies in favour of all resolutions. If you wish to appoint a proxy you are encouraged to do so online. If you wish to appoint a proxy using the Voting Form, please be aware of current postal timeframes. If you have appointed a proxy before the AGM and then vote in person or online during the AGM, your proxy appointment lodged before the AGM will be cancelled. **Online**: You can appoint a proxy online at [https://investorcentre.linkgroup.com](https://investorcentre.linkgroup.com). To appoint your proxy online you will need to follow the instructions on that website and ensure the appointment is submitted by **10.00am (AEDT) on Tuesday, 14 November 2023**. To log in to that website you will need your shareholder number and the postcode for your shareholding. **Voting Form**: To appoint a proxy using the Voting Form, please complete the Voting Form by following the instructions on it. If you do not complete Step 2 of the Voting Form and do not give any voting directions to your proxy, they may vote as they choose (subject to the voting restrictions outlined in this Notice of Meeting). There are a number of different methods you can use to lodge your completed Voting Form with the Company’s share registry. Those methods are outlined on the Voting Form. For your proxy appointment to be valid your completed Voting Form must be received by the Company’s share registry by **10.00am (AEDT) on Tuesday, 14 November 2023**.
## Notice of Annual General Meeting 2023

### Option Details Instructions

**Vote online during the AGM**

You can attend the AGM virtually by logging into the online portal. You will be able to vote directly during the AGM.

Voting on each item of business will be by poll. The Chairman will open the poll shortly after the AGM commences and you will be able to vote at any time during the AGM and for a short time afterwards (you will be notified of how much time is left on the portal).

If you have lodged a direct vote before the AGM and then vote in person or online during the AGM, your direct vote lodged before the AGM will be cancelled.

You can log into the online portal at https://meetings.linkgroup.com/REA23.

When you log into the online portal, you will be required to register as a shareholder or proxy holder and will be able to vote your shares or the shares you represent as proxy.

If you are a shareholder, you will need to provide your shareholder number and the postcode for your shareholding to register to vote and ask questions once you have logged in.

If you are a proxy, you will need to provide your proxy number issued by the Company’s share registry to register to vote once you log in. Link Market Services will endeavour to provide confirmation of the proxy code to nominated proxyholders prior to the AGM. Alternatively, proxyholders can call the Online Meeting help line on +61 1800 990 363 from 8am (AEDT) on the day of the Meeting to request confirmation of the proxy code.

More detailed information on how to vote during the Meeting is provided in the ‘Online Meeting Guide’ available online at: https://www.rea-group.com/investor-centre/annual-general-meeting/.

**Vote in person**

You can vote by attending the AGM venue in person.

If you attend the AGM venue in person, you will need to register on the day. Registration will take place from 9.30am (AEDT).

If you attend the Meeting venue in person, please bring your personalised Voting Form with you. The barcode at the top of the form will help you to register. If you do not bring your form with you, you will still be able to attend the Meeting but representatives from Link Market Services will need to verify your identify.

### What if I hold my shares jointly?

If you hold your ordinary REA shares jointly, you and the other holders may attend the AGM either in person at the venue or online. However, if more than one joint holder votes using any of the options outlined above, only the vote of the holder named first in the register will be accepted.

### How can I ask questions?

Shareholders can ask or submit questions using one of the options below. Questions should be relevant to the items of business at the Meeting, the management of REA Group, the content of the Auditor’s Report for the financial year ended 30 June 2023 or the conduct of the audit.

The Chairman will endeavour to address as many of the more frequently raised relevant questions as possible during the course of the Meeting. However, there may not be sufficient time available at the Meeting to address all of the questions raised. Please note that individual responses will not be sent to shareholders.
### Option Details

**At the Meeting**

**At the physical venue:** Shareholders attending in person will have the opportunity to ask questions at the AGM.

**Online:** Shareholders attending online can submit written questions via the online portal at [https://meetings.linkgroup.com/REA23](https://meetings.linkgroup.com/REA23). More detailed information on how to ask questions during the Meeting is provided in the 'Online Meeting Guide' available online at [https://www.rea-group.com/investor-centre/annual-general-meeting/](https://www.rea-group.com/investor-centre/annual-general-meeting/).

A telephone facility will also be available for shareholders (or their proxy, attorney or corporate representative) who prefer to ask questions verbally. To ask questions during the Meeting using the telephone facility, you can phone 1800 957 036, or +61 2 8016 6128 (outside Australia), and use your unique personal identification number (PIN). Your unique PIN is required for verification purposes, and may be obtained by contacting Link Market Services on 1800 990 363, or +61 1800 990 363 (outside Australia). For further information, refer to the 'Online Meeting Guide' available online at [https://www.rea-group.com/investor-centre/annual-general-meeting/](https://www.rea-group.com/investor-centre/annual-general-meeting/).

**Before the Meeting**

Shareholders can submit questions before the Meeting online via [https://investorcentre.linkgroup.com](https://investorcentre.linkgroup.com).

To log in to that website you will need your shareholder number and the postcode for your shareholding.

Your questions need to be received by the Company’s share registry by **5.00pm (AEDT) on Thursday, 9 November 2023**.

Please note that the Company’s auditor (Ernst & Young) is not obliged to provide written answers to questions.

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### Corporate representatives

A body corporate who is a shareholder or proxy must appoint an individual as its corporate representative if it wishes to attend and vote at the AGM. If you are a corporate representative, you will need to provide evidence of your appointment as a corporate representative with the Company’s share registry prior to the AGM or have previously provided the Company with evidence of your appointment.

### Powers of attorney

Each shareholder entitled to attend the AGM and vote at the AGM may appoint an attorney to attend the AGM and vote at the AGM on their behalf. You cannot appoint more than two attorneys. If you appoint an attorney to attend and vote at the AGM on your behalf, or your Voting Form is signed by an attorney, the power of attorney (or a certified copy) must be received by the Company’s share registry by 10.00am (AEDT) on Tuesday, 14 November 2023, unless the power of attorney has previously been lodged with the Company’s share registry. Powers of attorney may be submitted by post to the address for the lodgment of Voting Forms outlined on the Voting Forms.

### Technical difficulties

Technical difficulties may arise during the course of the AGM. The Chairman of the Meeting has discretion as to whether and how the AGM should proceed in the event that a technical difficulty arises. In exercising his discretion, the Chairman will have regard to the number of shareholders impacted and the extent to which participation in the business of the Meeting is affected. Where he considers it appropriate, the Chairman may continue to hold the Meeting and transact business, including conducting a poll and voting in accordance with valid proxy instructions.

For this reason, shareholders (particularly those who plan to attend online) are encouraged to lodge a directed proxy or direct vote in advance of the Meeting even if they plan to attend the meeting.

### Receiving shareholder communication

Receiving your shareholder communications electronically is the best way to stay informed and will assist REA with its commitment to minimising paper usage. If you haven’t already, we encourage you to make the switch to paperless communications and provide us with your email address. To make the change, go to the Link Market Services Investor Centre website at [https://investorcentre.linkgroup.com](https://investorcentre.linkgroup.com) and follow the prompts.

You can make an election as to how you would like to receive certain documents including annual reports and documents related to members’ meetings (for example notices of meeting and proxy/voting forms). To tell us your preference, go to the Link Market Services Investor Centre website at [https://investorcentre.linkgroup.com](https://investorcentre.linkgroup.com) and follow the prompts.