



residently

Private & confidential

Marketplaces disrupt with a new standard of experience

TAXIS

Uber

lyft

CONSUMER SPEND

4%

TAKEAWAY



2%

TRIPS AWAY



Booking.com

7%

Now, for where we spend the most of our time and money:

HOME RENTAL

residentially



-15

NPS

Renting sucks!

Our vision for the world's home-rental marketplace



Exclusive homes available 30-90 days in advance with 45 days notice

Freedom



Secure & setup home in minutes not weeks

Ease



Resident reviews + Q&A

Fairness



Dominant marketplaces are worth >10% revenue of their markets



So, why does no home-rental marketplace exist?

Needs massive supply

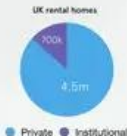
- ✗ >20% required to match spot market



2 bed homes available now <1 mile

Supply is fragmented

- ✗ Largest landlord owns <0.1% homes



Transactional supply is expensive

- ✗ Only portals have achieved critical mass



>10% rent needs capturing to payback CAC in <12month
>\$500m to acquire critical mass of transactional homes in London (or NYC)
No business until reach critical mass

Residently's approach

Digital workflow for agents, property managers & institutional landlords reduces cost of acquiring transactional supply by >98% & removes critical mass dependency.

Thesis #1: B2B GTM can achieve <£50 upfront CAC across 100% of market

- ✓ 8k homes in UK (60% private & 40% institutional)

Thesis #2: Consumers will pay >CAC for an improved experience without a marketplace

- ✓ >1/3 residents take-up of 4% premium flexible rent subscription
- ✓ 50+% residents pay for additional services (furniture rental, utility setup, cleaning)



<1% rent needs capturing to payback CAC in <12 months
<\$10m for critical mass of transactional homes in London (or NYC)
Significant business prior to critical mass

What's in it for supply & demand prior to marketplace?



- Streamlining existing operations with digital experience for: offers, applications, referencing, home setup, maintenance requests, comms & renewals



- ✓ Elimination of void periods
- ✓ Premium rent for early/flexible leases
- ✓ Streamlining existing operations with digital experience

We're proving ourselves in UK

The *best* renter
experience



App for renters



82%
Monthly active
users



97%
App download
rate



residently

The home rental marketplace

Lowest cost
growth model



SaaS for partners



47X
36m growth
in homes



90%
36m reduction
in CAC



residently

Team that has done it before - many of us together

LEADERSHIP



TOM ALLASON **FOUNDER & CEO**
18 years founding & growing marketplaces



ANNERE ELY **PRODUCT**
10+ years building B2C, B2B & data science products



SHAREQ HUSSAIN **COO**
15+ years leading business operations



SAM PHILLIPS **FOUNDER & CTO**
15+ years developing awesome teams and products



ED TINSLEY **PARTNERSHIPS**
10 years driving business development for B2B2C



BOARD



REMUS BRETT, OBSERVER
Invested in Wise, Plum Guide & Travel Perk



GREG DEWARPE, OBSERVER
Invested in Plentiful, Bricklane & Ocus



CHRIS OHLUND, DIRECTOR
CEO of Time Out



ANTOINE NUSSENBAUM, DIRECTOR
Invested in Allplants, Deliveroo, Farfetch, Hungry Panda, Peloton & Travelperk



SUNIL RAJASEKAR, DIRECTOR
President of Mindbody



Thank you

residentially

WHAT OUR PARTNERS SAY:

Residentially have delivered

Residentially helps us to provide our tenants with an enhanced experience through seamless communication with our team and access to a range of home services that will be of great use to our residents.

James Cozens
Director



The Residentially app is fantastic

Our tenants love it and our team find the platform simple to use and your team are enjoyable to work with which makes our lives so much easier. We've already won new instructions off the back of it.

Andy Blythe
—

STOREYS

We're excited to work together

Technology is crucial in creating the very best experience for customers, and we'll help support this ground-breaking approach, ensuring a smooth, frictionless experience when renting a home.

Helen Kungs
—



WHAT OUR RESIDENTS SAY:

One of those rare cases where "let's make an app" for a utility actually makes sense and works. So thanks!

Tom

Could not be more impressed with Residentially. I've been renting for 10+ years and they are by far the most responsive, personable and reliable service I've ever dealt with. Absolutely loved the welcome pack, those things really go a long way!

Rach

Honestly Residentially was the best move in experience I've had to date (and I've moved a lot). I can not recommend these guys enough. If I move again I'm 100% going to look for properties that use Residentially!

Malan



97%

RATED GREAT-EXCELLENT