



NEWS RELEASE

RE/MAX HOLDINGS LAUNCHES THE RE/MAX MEDIA NETWORK, THE FIRST IN REAL ESTATE

2024-12-18

Advertisers and strategic partners can now reach previously untapped homebuying and selling audiences with digital and offline initiatives spanning mobile, desktop, email, social media, and experiential.

DENVER, Dec. 18, 2024 /PRNewswire/ -- RE/MAX Holdings, Inc. (NYSE: RMAX), parent company of RE/MAX, one of the world's leading franchisors of real estate brokerage services, and Motto Mortgage, the first and only national mortgage brokerage franchise brand in the U.S., has announced a groundbreaking initiative supported by media agency Kontrol Media, that positions RE/MAX, LLC as the first real estate brand to launch a commerce media network. This bold move furthers the company's commitment to revolutionizing the way real estate and advertising converge, creating new revenue streams for the company and enhanced opportunities for advertisers.

The new commerce media network will leverage the RE/MAX brand's expansive digital ecosystem, including its websites, email newsletters, and in-property digital displays, to provide advertisers with a unique platform to connect with consumers. From home improvement brands to financial services and lifestyle product companies, advertisers can now reach their ideal audience at key moments in their homebuying journey.

"The launch of the RE/MAX Media Network is an exciting advancement for our company and network," said Erik Carlson, CEO of RE/MAX Holdings. "We are connecting buyers and sellers, but we are also creating a dynamic marketplace where brands can engage with consumers in meaningful ways while reinforcing the RE/MAX brand's leadership in innovation and consumer-centric strategies."

Working together, RE/MAX, LLC, and Kontrol Media will ensure seamless integration, robust analytics, and precision targeting capabilities for advertisers. With this initiative, RE/MAX aims to transform its vast audience into a new revenue-generating opportunity while delivering enhanced value to all stakeholders.

The commerce media network aligns with the RE/MAX brand's larger vision of modernization and industry leadership. This launch cements the RE/MAX reputation as an innovator and trusted partner in real estate.

"This initiative reflects our dedication to staying ahead of industry trends while maintaining our focus on what matters most: building trust and delivering value," Carlson added. "We are proud to forge new territory and create opportunities for our partners, agents and consumers alike."

RE/MAX FAST FACTS

How home seekers are spending their time on the RE/MAX digital properties

- 7.6M monthly users¹
- 53M+ monthly page views¹
- 4+ minute average engagement time¹
- 4.3 average views per session¹
- 2.5M+ registered users across **remax.com** and **remax.ca**²

Unparalleled Brand Recognition

- #1 in brand awareness³
- 7.9 billion media impressions in 2024⁴
- 1,500 events in 2023 featuring the iconic RE/MAX Balloon and/or RE/MAX Skydiving Team

Resonating with modern audiences that seek out socially responsible brands

- \$200M+ donated to Children's Miracle Network Hospitals®⁵
- 12M+ kids and families helped each year⁵
- 170 hospitals supported in the U.S. and Canada⁵
- 32-year partnership⁵

¹Source: Google Analytics, monthly average for **remax.com** and **remax.ca**, 12/1/23 – 12/1/24

²Internal data, as of 12/12/24

³MMR Strategy Group study of unaided awareness

⁴2024 performance estimates based on third-party projection data as well as past performance data. RE/MAX, LLC does not guarantee, and is not in any way responsible for, the accuracy of estimates and third-party data

⁵By RE/MAX affiliates in the U.S. and Canada combined since 1992

About RE/MAX Holdings, Inc.

RE/MAX Holdings, Inc. (NYSE: RMAX) is one of the world's leading franchisors in the real estate industry, franchising real estate brokerages globally under the RE/MAX® brand, and mortgage brokerages within the U.S. under the Motto® Mortgage brand. RE/MAX was founded in 1973 by Dave and Gail Liniger, with an innovative, entrepreneurial culture affording its agents and franchisees the flexibility to operate their businesses with great independence. Now with more than 140,000 agents in nearly 9,000 offices and a presence in more than 110 countries and territories, nobody in the world sells more real estate than RE/MAX, as measured by total residential transaction sides. Dedicated to innovation and change in the real estate industry, RE/MAX launched Motto Franchising, LLC, a ground-breaking mortgage brokerage franchisor, in 2016. Motto Mortgage, the first-and-only national mortgage brokerage franchise brand in the U.S., has grown to over 225 offices across more than 40 states.

Forward-Looking Statements This press release includes "forward-looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements are often identified by the use of words such as "believe," "intend," "expect," "estimate," "plan," "outlook," "project," "anticipate," "may," "will," "would" and other similar words and expressions that predict or indicate future events or trends that are not statements of historical matters. Forward-looking statements include statements related to the RE/MAX Media Network, new revenue streams for the company, reinforcing the RE/MAX brand's leadership in innovation and consumer-centric strategies, and transforming the RE/MAX audience into a new revenue-generating opportunity while delivering value to all stakeholders. Forward-looking statements should not be read as a guarantee of future performance or results and will not necessarily accurately indicate the times at which such performance or results may be achieved. Forward-looking statements are based on information available at the time those statements are made and/or management's good faith belief as of that time with respect to future events and are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in or suggested by the forward-looking statements. These risks and uncertainties include, without limitation, (1) changes in the real estate market or interest rates and availability of financing, (2) changes in business and economic activity in general, (3) the Company's ability to attract and retain quality franchisees, (4) the Company's franchisees' ability to recruit and retain real estate agents and mortgage loan originators, (5) changes in laws and regulations, (6) the Company's ability to enhance, market, and protect its brands, (7) the Company's ability to implement its technology initiatives, (8) risks related to the Company's leadership transition, (9) fluctuations in foreign currency exchange rates, (10) the nature and amount of the exclusion of charges in future periods when determining Adjusted EBITDA is subject to uncertainty and may not be similar to such charges in prior periods, and (11) those risks and uncertainties described in the sections entitled "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the most recent Annual Report on Form 10-K and Quarterly Reports on Form 10-Q filed with the Securities and Exchange Commission ("SEC") and similar disclosures in subsequent periodic and current reports filed with the SEC, which are available on the investor relations page of the Company's website at www.remaxholdings.com and on

the SEC website at **www.sec.gov**. Readers are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date on which they are made. Except as required by law, the Company does not intend, and undertakes no obligation, to update this information to reflect future events or circumstances.

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