



Rentberry

Renting Done Right. Finally.

Spring 2020

Summary



Team

30 People



Capital Raised

\$10 mln



Launched

2017



International

40+ Countries



Headquarters

San Francisco



Properties

6 mln+

Featured on:

WSJ

Inc.



Forbes



10 NEWS

PIX 11 NEWS

inman

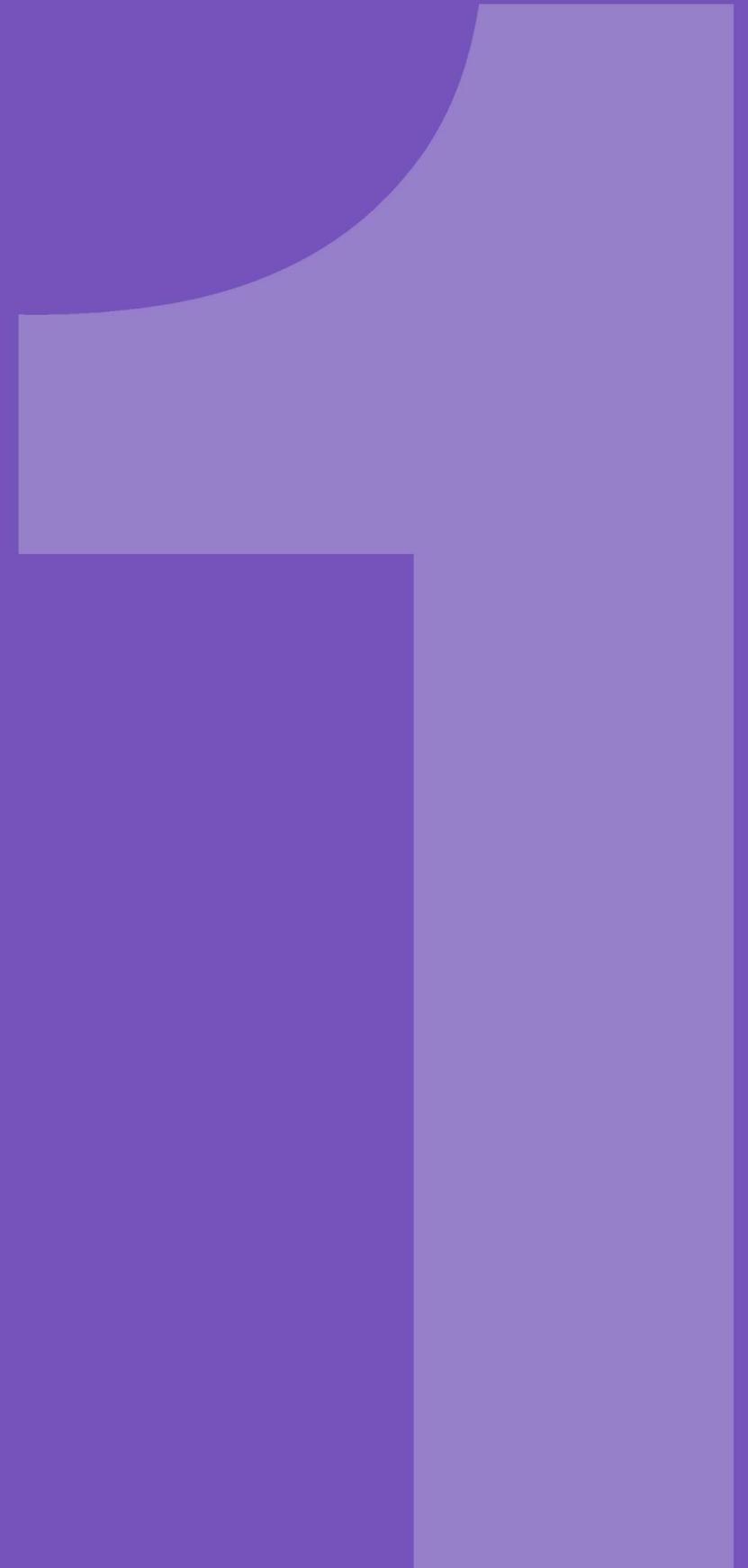
Investment Opportunity

SAFE Agreement

Valuation: \$9 mln



Rentberry Overview

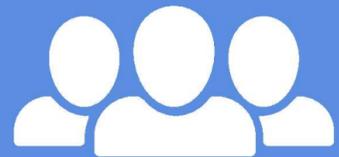


Renting is the New Buying

5 to 6 million families will become new renting households in the US alone over the next 10 years. Renting has become an economic and lifestyle choice for 46% of those under the age of 45.

FLEXIBILITY. FREEDOM. LESS RISK.

There is a Challenge in the Long-Term Rental Market



Tenants

want transparency and save valuable time



Homeowners

want to lease to quality tenants at the highest price

Current Platforms Lack the Solution and Technology

 RentPath™

 radpad

 apartment list

 Zillow®

 zumper

 craigslist

 lovely

 trulia®
real estate search

 Painful experience with brokers

 Absence of transparent application process

 Inability to save on move-in costs

 Time-consuming platforms

 Incomplete business models

 Outdated design and features

Rentberry's Solution for Easy Rentals

How it works

1

Select
Property

2

Analyze
Competition

3

Submit
Application

4

E-Sign
Lease

5

Manage
Rental

INTUITIVE. FAST. SIMPLE.

Efficient and Secure for Property Owners



Online Applications

Instant decision making process



Rental Price Bidding

Receive higher bids from prospective tenants



E-Sign Contracts

E-sign all rental agreements



Quality Leads

Syndicate properties to top real estate platforms



Reviews & Ratings

Receive valuable insight on prospective tenants



On-time Rent Payments

Flexible payment options

Saving and Comfortable for Renters



Full Rental Experience

First and only closed loop platform



Instant Savings

Save thousands during move-in



Intelligent Analysis

Have full visibility into the rental process



No Spam

All listings are current and verified



Virtual Reality

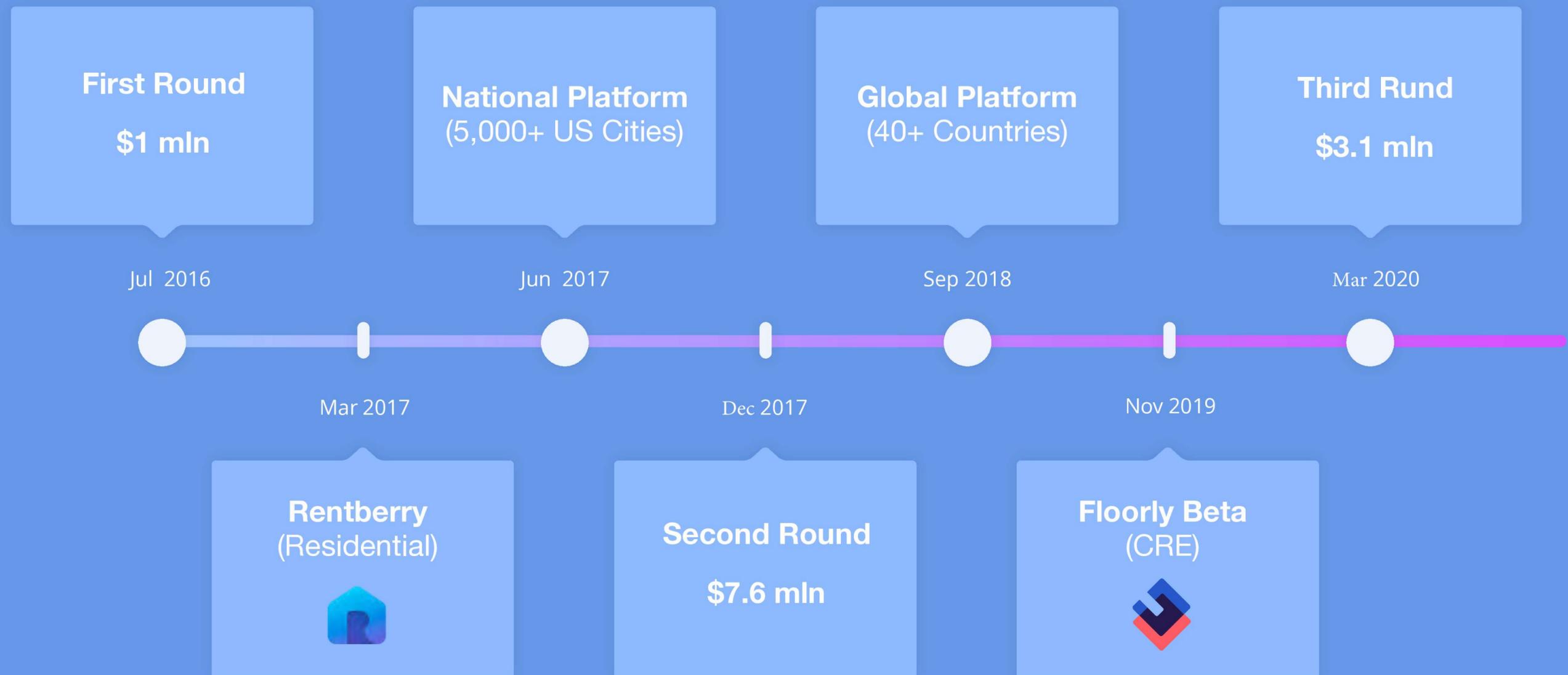
Perform online open house visits and save time



Maintenance Request

Instant and hassle-free communication with landlords

Timeline



Investors & Partnerships

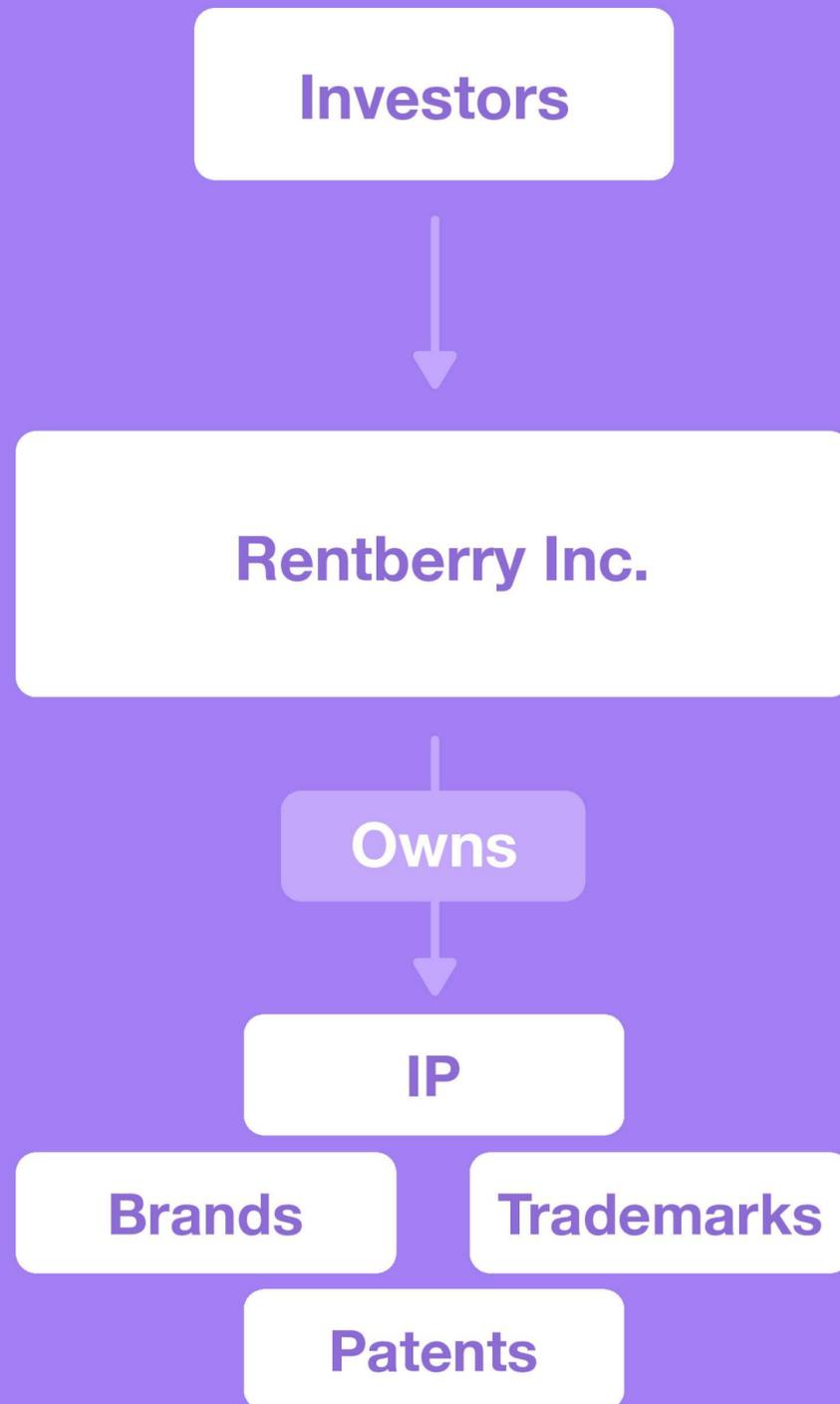
Institutional and Angel Investors From:



Partnerships With:



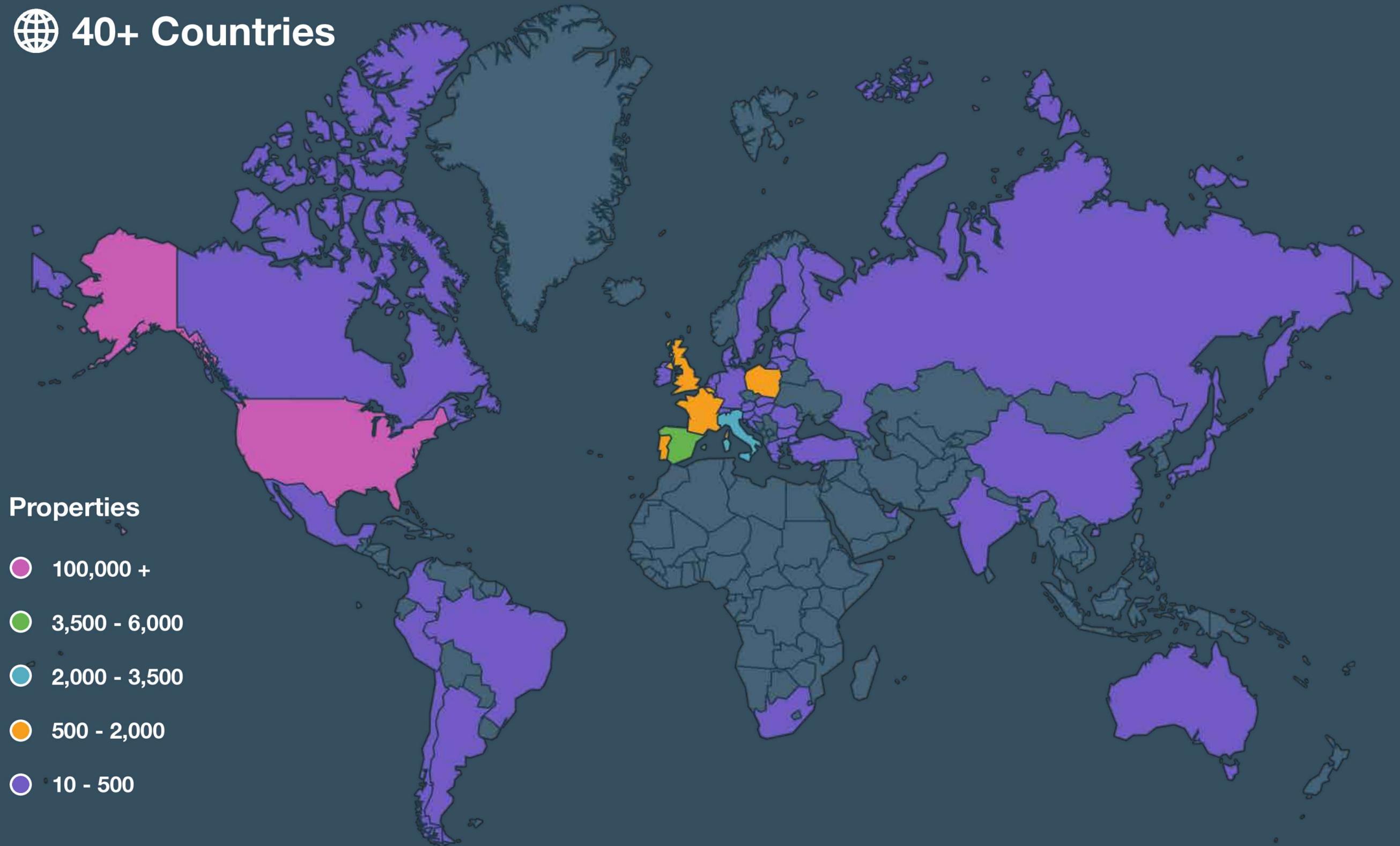
Corporate Structure & IP



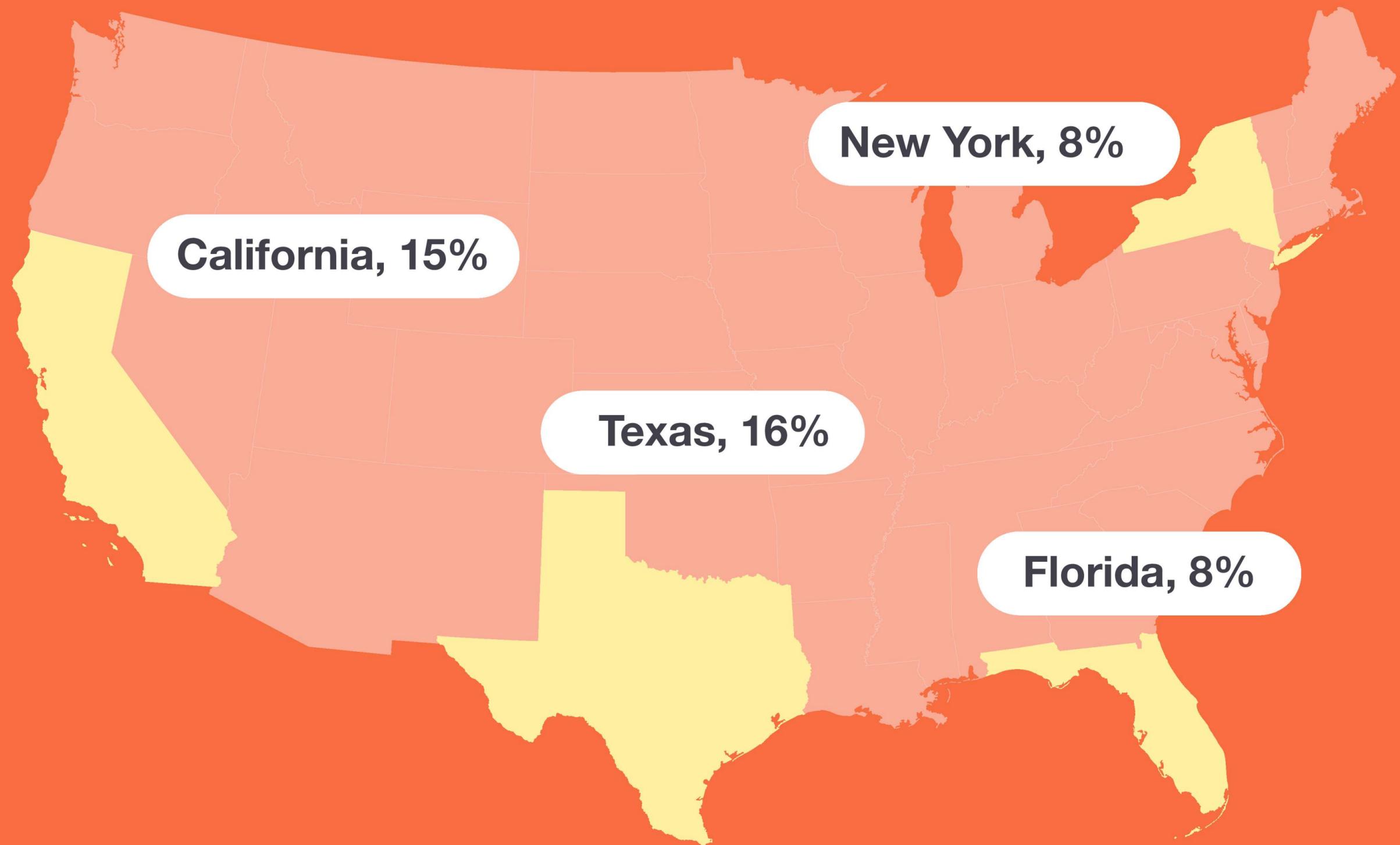
* Includes the code written for web and mobile apps as of Jan 1, 2020

International Presence

🌐 40+ Countries

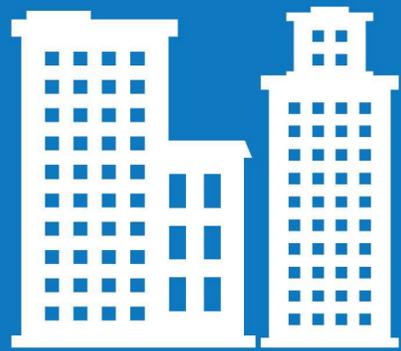


Largest Markets in the US



*Information from Google Analytics. Users. Jan 1st, 2019 – Dec 31st, 2019.

The US Market is Huge



44 mln

units rented each year



87 bln USD

blocked as rental deposits



694 bln USD

spent on rent each year

Flexible Revenue Model



Tenants

Application fee

\$9.99
per application

Screening Fee

\$19.99
per property



Landlords

Property promotion
(30 days)

\$49.99
per property

E-sign, rent collection
& cloud data storage

\$19.99
per property



Agents

Agent fee

\$24.99
monthly
per agent



Enterprise

Residential properties
(homes, apartments & condos)

\$1.00
monthly
per property

Commercial properties
(offices, retail stores & malls)

\$0.02
monthly
per sq. ft.

*Does not include revenue from other sources (such as sale of renters insurance, leads to moving companies, etc.)

\$7 Billion Yearly Market Opportunity

Revenue from Tenants:



Revenue from Landlords:



Revenue from Agents:

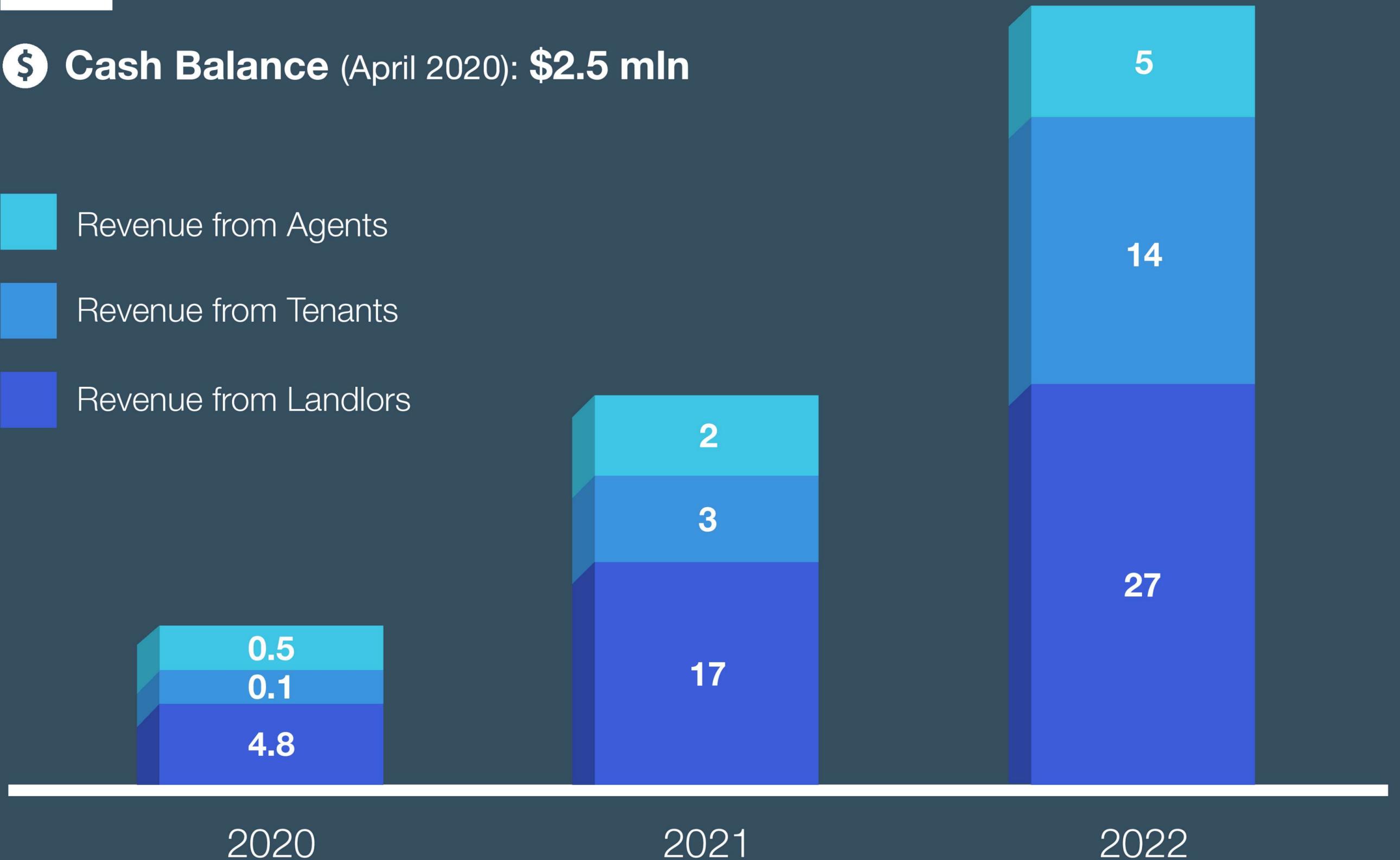


* Information for the US market. Does not include revenue from the commercial real estate

Financial Projections (mln)

💰 **Cash Balance** (April 2020): **\$2.5 mln**

- Revenue from Agents
- Revenue from Tenants
- Revenue from Landlords



Experienced Team



Headquarters:
San Francisco



Oleksiy Lubinsky

CEO

UC Berkeley
Business Administration &
Economics

CityHour, Deloitte, Raiffeisen,
Seven Hills

Successful entrepreneur
responsible for defining
Rentberry's vision



Denis Golubovsky

CTO

Full stack engineer and focus
driven coder with 12 years of
experience



Alex Kotovskov

Head of Design

Distinguished UI/UX web and
mobile designer



Aleksey Humenuk

CMO

SEO and social media
marketing veteran



Lily Ostapchuk

CPO

Product launch and business
development expert

30

Dedicated
People

450

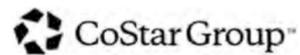
Years of Combined
Experience

Industry Exits

Rentberry Advantage:

New approach to market pain points that current rental solutions do not solve

The only truly international real estate platform operational in 40+ countries



COMPASS



\$3.5B



acquired

\$3.0B



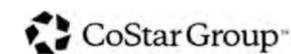
acquired

\$1.7B



acquired

\$585M



acquired

\$525M



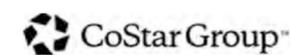
acquired

\$414M



acquired

\$385M

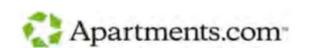


acquired

\$355M



acquired



Traction

MAU **231k**

Pageviews **1.9mln**



Properties

6 mln+



Average Increase In Rent

6%



Transaction Growth

2019: 213%



Users

2019: 900k



Average Decrease In Rent

8%



Partnerships

30

*Information from Google Analytics.

2019 Performance



* Information fro Google Analytics. Jan 1st, 2018 – Dec 31st, 2019.

Leading Industry Partnerships



Emaar

U.A.E

Capitalization:

\$9.7 bln

Owner of the largest shopping mall in the world (The Dubai Mall) and the tallest building in the world (Burj Khalifa).

Gross leasing area of shopping malls:
5.8 MM sq. ft.

In Q4 2019 the platform
for commercial real
estate was completed

Brand used:  **Floorly**

Next Steps



Capital Raise Target:
\$3.1 mln
(70% secured)



Accomplished to date:

- ✓ Built dedicated team
- ✓ Proved business model
- ✓ Established strong customer base
- ✓ Secured key partnerships
- ✓ Achieved strong media coverage
- ✓ Secured high profile investors
- ✓ **Successfully raised \$10 mln**

Funding will help us:

- Fully patent technology
- Increase user base
- Add product functionality
- Implement financial monetization
- Expand commercial real estate platform
- Enter senior housing space
- Continue international growth

Platform Overview



Global Rental Platform

Available
in 40+ countries

Customizable rental
experience

Extensive search
capabilities

The screenshot displays the Rentberry website interface. At the top left is the Rentberry logo, and at the top right are links for "Log In" and "Sign Up". The main heading reads "Renting Done Right. Finally." Below this is a search bar with the placeholder text "Where do you want to live?". To the right of the search bar, there is a button labeled "Market your property to" and another labeled "List Your Rental". Below the search bar, the interface shows a grid of apartment listings for New York City. The listings include:

- A listing for "Nice apartment in center of New York" at 9627 W Huston St, priced at \$4,230, with 2 beds, 1 bath, and 787 Sq Ft.
- A listing for "Renovated 3 Bedroom Apartment" at 2793 St James Pl, priced at \$4,080, with 2 beds, 3 baths, and 981 Sq Ft.
- A listing for "Nice apartment in center of New York" at 9627 W Huston St, priced at \$3,975.
- A listing for "Nice apartment in center of New York" at 9627 W Huston St, priced at \$3,850.

On the right side of the interface, there is a map of New York City with several price markers overlaid on it, including \$4,230, \$4,080, \$2,610, \$3,520, \$3,720, \$2,600, \$2,890, \$3,975, \$4,230, and \$3,850. The map also shows various landmarks and neighborhood names like Greenwich Village and East Village.

Unique Auction Technology

Online application management

Full visibility into competition

E-signing capability

Your Offer

Security Deposit
\$8,500

Monthly Rent
\$3,500

All Applications

It's your chance. Make a good offer and grab this place.

1. Your Offer



Low Demand
0-3 applicants

\$2,100

Average Price Offer

See All Applications

2. Additional Info

Monthly Rent

− \$2,000 +

Asking Price: \$2,000
Highest Offer: \$2,200

Security Deposit

− \$3,000 +

Asking Deposit: \$3,000
Highest Offer: \$3,000

Match Highest Beat Highest

Pets



Deposit Offer

\$8,500

Rent Offer

\$3,850



\$8,500

\$3,750



\$8,500

\$3,350

Transparent Application Process

Comprehensive
tenant verification

Instant
decision-making

Complete online data
storage

1. Application Details



Cynthia Porter

Contact



Megan Parks (roommate)

Contact

Date of Birth 09/11/1985
Phone (541) 754-3010
Email porter@gmail.com

Documents



passport.pdf



W-2.pdf



bank.pdf



employment.pdf

2. Confirmation

228 Park Ave S,
New York, NY 10003-1502

\$3,450



Cynthia Porter

Application Details

\$3,450
+\$600 / year

Respond



Megan Parks

Application Details

\$3,450
+\$600 / year

Respond



Kyle Wheeler

Application Details

\$3,350
-200 / year

Declined



James Barnes

\$3,450

Respond

Reviews & Ratings

Complete tenant
& landlord profiles

Former landlords
references

Property review
by previous tenants

The screenshot displays a user interface for a rental platform. At the top, there is a navigation bar with a home icon, 'Properties' (1), 'Messages' (1), a search bar with the text 'Where do you want to live?', and a user profile icon. The main content area is divided into two columns. The left column features a profile for Cynthia Porter, a woman with glasses and curly hair, with a green checkmark icon. Below her name is 'New York' and a '4.9 TENANT SCORE' with five stars. The right column shows a 'Reviews' section with two entries: one by Justin Hicks (5 stars) dated August 21, 2018, and another by Li Wei (4 stars). A 'Rental History' section is also visible, showing a property listing for 'July, 2016 – August, 2018' with a photo of an apartment interior. The listing details include the landlord Justin Hicks, the address '228 Park Ave S, New York, NY 10003-1502', a monthly rent of '\$3,450', and a term of '2 year'. A 'Contacts' section at the bottom left shows a phone number '(541) 754-3010' and an email 'porter@gmail.com'. An 'About' section starts with 'I am a software engineer with'.

Properties 1 Messages 1 Where do you want to live?

Cynthia Porter
New York

4.9 TENANT SCORE

Reviews Rental History

Justin Hicks August 21, 2018
 Cynthia was a fantastic tenant, apartment in great shape. High

Li Wei
Very nice tenant, good commu apartment. Recommending to

July, 2016 – August, 2018

Landlord Justin Hicks
Landlord

Address 228 Park Ave S,
New York, NY 10003-1502

Monthly rent \$3,450

Term 2 year

Contacts
(541) 754-3010
porter@gmail.com

About
I am a software engineer with

Admin Panel

Full revenue potential

Distributed management rights

High occupancy rate

The screenshot displays a comprehensive admin dashboard for property management. At the top, navigation links for Properties (2), Messages (1), and Contracts are visible, along with a search bar and a user profile. The main content area is divided into several sections:

- Property Overview:** Two cards show 'Number of Properties' (720) and 'Rented Properties' (+14% This Month) with a line graph.
- Activity Feed:** A list of events including 'Waiting for Signature' (450), 'Signed Contracts' (450), and a notification for 'Peter Olson sent a message' (5 hours ago).
- Manager Performance:** A list of managers with their property counts and rental percentages: Ethan Newman (58 Properties, 72% Rented), Maria Gilbert (102 Properties, 54% Rented), and Mike Parks (70 Properties, 44% Rented).
- Calendar:** A monthly calendar for April 2018 showing key dates like 'Move-in at 9:00AM', 'Payment Dates', and 'Contract Expiration'.

Manage Properties

View All Managers

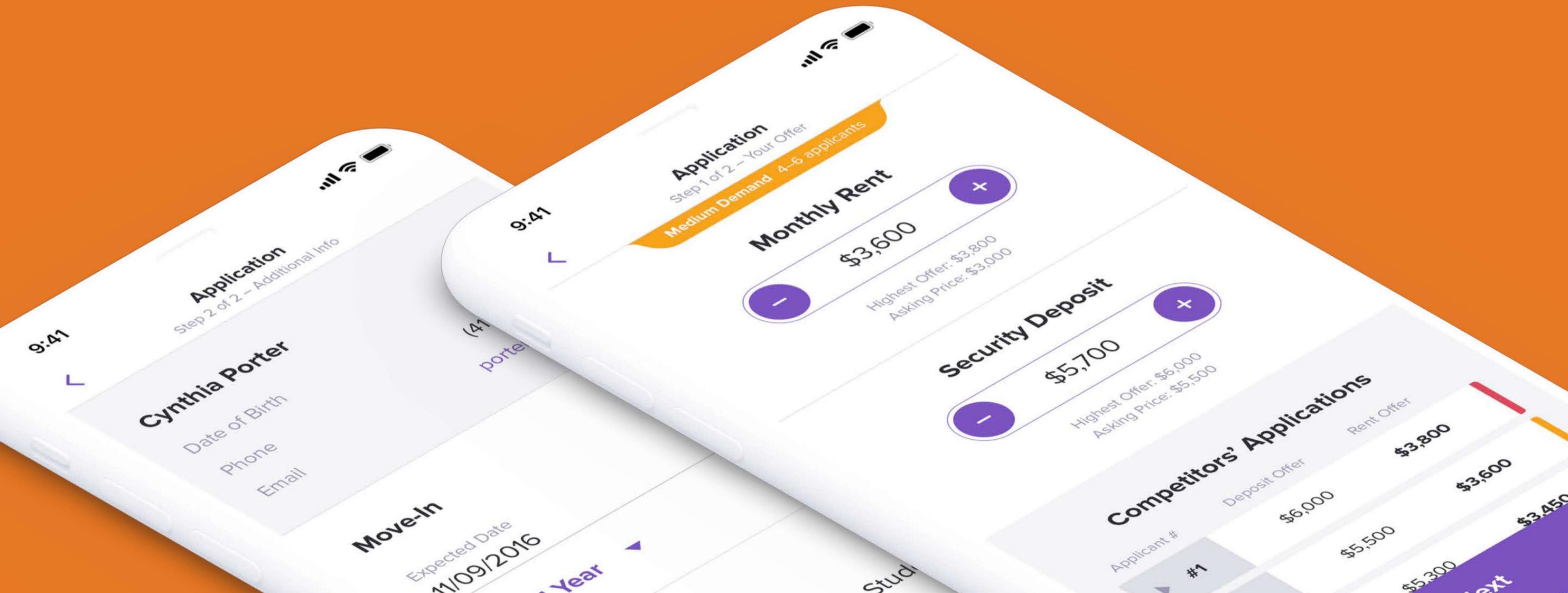
SUN	MON	TUE	WED	THU	FRI	SAT
March 27	28	29	30	31	1	2
	Move-in at 9:00AM	Payment Dates + 2 more		Contract Expiration + 5 more		
3	4	5	6	7	8	9
	Contract Expiration		Move-in at 10:00AM			Payment Dates at 9:00AM

iOS & Android Apps

Rental process
on the go

Expanded target
audience

Engaging customer
experience



Disclaimer

The information contained herein regarding Rentberry, Inc. (“Rentberry”) has been prepared solely for illustration and discussion purposes and should not be considered as an offer to buy or sell any stock (the “Stock”) of Rentberry or its affiliates. Any offer of Stock will be made only to Accredited Investors as defined under the US Securities Act of 1933.

Any decision to invest in Stock should be made only after conducting such investigations as you deem necessary and consulting your own investment, legal, accounting and tax advisors in order to make an independent determination of the suitability and consequences of such an investment. Rentberry is not acting as your advisor or agent.

An investment in the Stock is speculative and may involve substantial investment and other risks. Such risks may include, without limitation, risk of adverse or unanticipated market developments, risk of market competition, risk with respect to the execution of Rentberry’s business objectives, and risk of illiquidity. The performance results of an investment in the Stock can be volatile. No representation is made that the Stock will achieve certain performance goals or that any investment in the Stock will make any profit or will not sustain losses. Past performance is no indication of future results. There may be no secondary market for the Stock and it may be subject to substantial transfer restrictions.

The information and opinions expressed herein are as of the date appearing in this material only, are not complete, are subject to change without prior notice, and do not contain material information regarding the Stock, including important risk disclosures. While certain data contained herein has been prepared from information that Rentberry believes to be reliable (including data supplied by third parties), it does not warrant the accuracy or completeness of such information.

This document contains certain forward looking statements and projections. Such statements and projections are subject to a number of assumptions, risks and uncertainties which may cause actual results, performance or achievements to be materially different from future results, performance or achievements expressed or implied by these forward-looking statements and projections. Prospective investors are cautioned not to invest based on these forward-looking statements and projections.

Contact Information



Rentberry

**201 Spear Street, Suite 1100
San Francisco, CA 94105**

**Oleksiy Lubinsky
CEO**

+1-415-603-0707

o.lubinsky@rentberry.com