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Investor Presentation

May 2022

TAUK Highlights and competitive advantage



The Fastest Growing UK Self-Employed Partnership ¹



Top 50 Estate Agency Brand (New Listings) ²



Top 10 Estate Agency Brand (Reviews) ³



30 County Market Launches



www.theagecyuk.com

1. Agent headcount as of May 3, 2022
2. TwentyCi data as of April 19, 2022
3. Trustpilot ranking as of May 4, 2022

Unique Growth Model

- “Cloud-based” estate agency technology and centralised efficiencies fuel a rich compensation structure for agents
- Efficient operating model built to thrive in all market conditions.
- TAUk agents attract other top-talent agents, fueling the cycle of success
- Expansion-friendly operating model accelerates UK growth
- Consistent positive cash flow and no long-term debt

Agent-Centric Value

- Highly attractive commission structure
- Revenue-sharing program for attracting agents to the estate agency
- Exclusivity over core areas for lead generation
- No restrictions on production areas

An Agent-Centric Model for the UK



Financial

Various opportunities to make and earn income;

Multiple revenue streams with nationwide relationships bringing ancillary income
Generous commission split (80/20)

No franchise fees

Revenue share for attracting agents to join TAUK



Fraternity

Your own business, but not on your own.

Cloud based collaboration for agents to connect, share and network

Mentorship

Weekly live education and events



Flexibility

Anywhere, anytime.

No restriction for when and where you work; adapt to the consumers needs
No restrictions for recruitment; more potential workforce due to flexibility



Building scalable businesses



Dan Wood

Age: 39

Area: Croydon

Previously: Barnard Marcus (20 years)

Launched: May '21

Pipeline: £145,000

Tom Constable

Age: 35

Area: Bristol

Previously: Connells (10 years)

Launched: Oct '21

Pipeline: £110,000



Andy Allen

Age: 44

Area: Newport IOW

Previously: Arun Estates (22 years)

Launched: February '21

Year 1 Earnings: £146,750

Nick Brown

Age: 29

Area: Redruth and Camborne

Previously: Countrywide (10 years)

Launched: May '21

Year 1 Earnings: £52,500



Lloyd Westall

Age: 36

Area: The New Forest

Previously: Various High Street (17 years)

Launched: January '21

Year 1 Earnings: £97,000

Jonathan Crawford Jones

Age: 42

Area: Mid-Sussex

Previously: Hamptons (10 years)

Launched: January '21

Expected Yr 2 Earnings: £140,000



Estate agents want to be Partners

- The opportunity for the very best estate agents in the UK to be their own boss
 - Empowered to create their own scalable, profitable business and grow capital worth in their franchise
 - All Partners go through a rigorous recruitment and onboarding process
 - They have their own postcode to postcode region, without restrictions
 - They earn more money and deliver a better service
-

The Most Agent-Centric Model for the UK



Compensation

"I have joined TAUk because I want to offer my customers genuinely personal service, where I am their main and only point of contact."



Community

"I made a move to TAUk as I truly believe their business model will enable me to provide the highest quality service, at the best possible price, whilst using the most innovative technology and marketing."



Cloud-Based

'I joined TAUk to empower myself and take back control of my time. I feel TAUk offers a dynamic and entrepreneurial approach to offer a better service concentrating on just a few clients so that the customer journey would be far better.'

Customers celebrating success

TAUK is rated #1 Estate Agent on Trustpilot.
(May '22)



“You would never need another estate agent again. – Being a first time seller and having a difficult time trying to buy my first property, I went into this process cynical and generally concerned. The process of selling a property is foreign to ...

★★★★★ by Aaron Myers

“Faith in estate agency restored – Warren at The Agency UK has been exceptional from start to finish. We held discussions with other local agencies but the level of comfort Warren gave to us over what is the most significant transaction ...

★★★★★ by Paul Hardwell



#1

Client facing brand to leverage
growth.

Property **Sold** Properly

#2

Technology built specifically
for the self-employed model.

Property **Sold** Properly

#3

Internal support functions.

Property **Sold** Properly



UNDERLYING MAGIC

THE LEADERSHIP TEAM

Unique understanding and experience within global brokerage models.

Experience scaling medium and large estate agency businesses.

Experience in building operational infrastructure for field based estate agency operatives within large PLC businesses.



ANDREW VASS

FOUNDER & CEO

20+ YEARS PROFESSIONAL EXPERIENCE

Andy Vass is a well-known industry leader in the UK, USA and Australia. He played an integral part in launching the UK's largest hybrid agency in 2014, taking it across the globe. He has ran and owned real estate businesses in the UK since 2002, and also served time as Head of Digital Residential Estate Agency for BNP Paribas.

"When agents get to spend more time with their clients

- everybody wins"



STEPH WALKER

FOUNDER & OPERATIONS DIRECTOR

20+ YEARS PROFESSIONAL EXPERIENCE

As part of the Purplebricks' global management team, she built the UK central operationing functionality from scratch and helped launch its operations in the US, alongside Andy Vass. A renowned mentor to self-employed agents, she started her career back in 2002, including time as a Senior Branch Manager for Countrywide, followed by award-winning years as Area Manager for one of Merseyside's largest independent estate agencies.

"You have to take advantage of the opportunity of a lifetime

- in the lifetime of the opportunity"



MARK BRUCE

FOUNDER & SALES DIRECTOR

25+ YEARS PROFESSIONAL EXPERIENCE

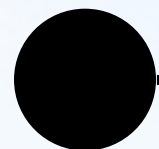
Mark Bruce has been successfully selling homes since 1993, and his career accolades include Countrywide and Fine & Country before joining Purplebricks during its early years as a Territory Owner.

Mark has spent many years leading teams and launching cold-starts as well as selling for his own black book of clients.

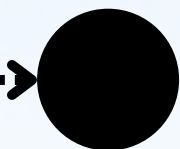
"The best experience the industry has to offer whilst creating wealth
with a work-life balance"

Appendix

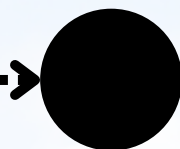




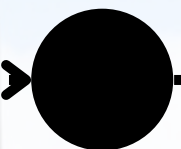
Nov '20
TAUK is founded.



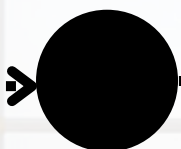
Dec '20
TAUK launches in
Hampshire and West
Sussex.



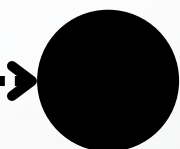
Feb '21
TAUK launches in
Dorset, Essex and Isle
of Wight.



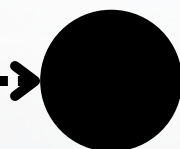
May '21
TAUK launches in
Cornwall, Greater
Manchester, Lancashire
and Surrey.



June '21
TAUK expands across
Cornwall, Hampshire
and Sussex.



August '21
TAUK launches in
Dorset, Suffolk and
Wiltshire.



Oct' 21
TAUK continues to
expand and launches
in Bristol and
Merseyside.



Dec '21
TAUK launches
SCOTLAND.



Feb '22
TAUK launches in Kent
and expands across
Scotland.



March '22
TAUK is ranked in Top
50 UK Estate Agents
for new listings by
TwentyCi.



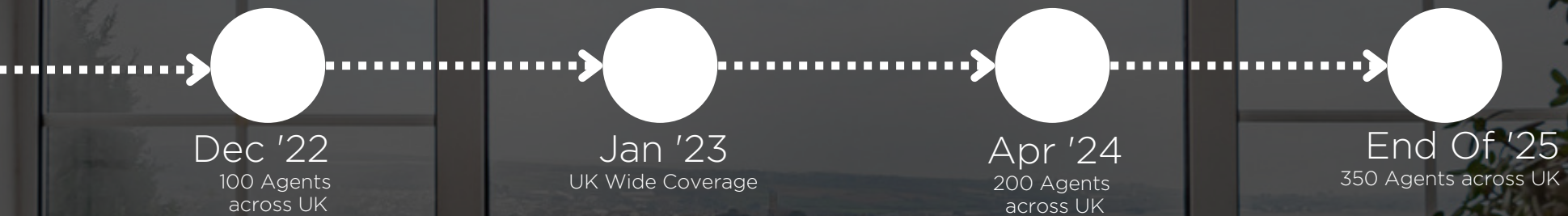
April '22
TAUK is rated #1
Estate Agent on
Trustpilot.



May '22
TAUK exceeds 50
Partner Agents.

Property **Sold** Properly

Future Success



2026
1% Market Share of
Completed
Transactions

Property **Sold** Properly