



ASX Announcement
12 May 2017

UPDATER APPOINTS VP OF PRODUCT

Highlights:

- Stephen Dove appointed Vice President of Product
- He joins the senior management team, and will lead the Product team and development of Updater's numerous products
- He previously led Product at one of NYC's top tech companies, Sailthru, and spent nearly ten years in product management at Google/DoubleClick

Updater Inc. ("Updater" or the "Company"), the US technology company making the moving process easier for the 17 million US households moving each year, is pleased to announce that Stephen Dove has been appointed Vice President of Product. He will start in June 2017 and will join David Greenberg, Ryan Hubbard, Raj Doshi, and Lindsey Dole on the senior management team.

As VP of Product, Stephen will oversee product development for the Mover Product, Real Estate Products, and Business Products. Stephen will also be responsible for scaling the Company's product team.

Stephen joins Updater after a successful career at Sailthru, Google, and other notable technology companies. Most recently, he spent over three years as SVP of Product at Sailthru, a marketing platform that personalises customer experiences across a brand's digital channels – email, web, and mobile applications. During his time at Sailthru, Stephen launched their prediction platform, onsite personalisation product, and doubled send volume.

David Greenberg, CEO of Updater, commented: "Appointing our VP of Product is an extremely important milestone for our company. We are very pleased that after an extensive national search we found an ideal fit for the role. Steve has nearly two decades of extensive product experience, including a specialisation with products that have key similarities to Updater, and I am confident that Updater will benefit greatly from Steve's expertise."

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About Updater:

Updater makes moving easier for the 17 million households that relocate every year in the US. With Updater, users seamlessly transfer utilities, update accounts and records, forward mail, and much more. Hundreds of the most prominent real estate companies in the US (from real estate brokerages to property management companies) rely on Updater's real estate products to save clients hours with a branded and personalized Updater moving experience. With significant market penetration of all US household moves, Updater can enable contextual and personalised communication between relocating consumers and the US businesses spending billions of dollars trying to reach them.

Updater is headquartered in New York City, and prior to listing on the ASX, Updater received significant investments from leading US venture capital firms including SoftBank Capital, IA Ventures, and Second Century Ventures (the strategic investment division of the National Association of REALTORS®).

For more information, please visit www.updater.com.