

Monday 9 March 2015

Urbanise signs HSA with Property Times

Urbanise.com Limited (Urbanise) (ASX:UBN) announced today that it has entered into a Hosted Services Agreement (HSA) with Property Times – a leading online and print, property information and real estate search service based in the United Arab Emirates (UAE).

Under the agreement, Property Times (published by Media Lab Publishers LLC (Media Lab)) will use the Urbanise platform to create an independently certified home property services marketplace for its 400,000 customers. The platform will allow consumers to acquire and interact with multiple service providers, providing a one-stop-shop for purchasing home services including cleaning, electrical, plumbing and emergency repairs.

Binesh Panicker, Editor in Chief and Co Founder of Media Lab said, *"The Urbanise platform will revolutionise the way the home maintenance services industry works in the UAE and we are extremely happy to be a part of it. As a real estate media firm, we are always looking to support initiatives that help streamline the real estate market and related sectors."*

Media Lab Business Head Jatin Deepchandani added, *"Our association with Urbanise will certainly boost our business to a great extent as home owners in the country have been waiting for this type of platform for a long time. We are expecting an overwhelming response when the marketplace is launched in May 2015."*

Commenting on the announcement, Urbanise CEO Ben Churchill said, *"We are delighted to work with Property Times to expand their customer offering into the service delivery space. Consumers are increasingly expecting an enhanced e-commerce experience from their home service providers, which is rapidly changing the thinking around service delivery and how to create real customer value. We look forward to helping Property Times to differentiate their current offering from other players in the property sector and deliver their established customer base with an entirely new service stream."*

The implementation is expected to be completed by May 2015.

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About Property Times

Property Times, published by Media Lab Publishers LLC, is the highest circulated real estate magazine in the UAE with 40,000 copies a month, while its website attracts more than 150,000 visitors a month. The e-magazine is circulated to a database of more than 400,000 homeowners. The company also publishes Property Times elite, and Dubai Airport and City Guide on behalf of Dubai Airports Authority. The latest addition to the company's products is Property Times People's Choice Real Estate Awards. www.propertyonline.ae

**About Urbanise**

Urbanise is the creator of a cloud-based platform for delivering building services. Designed for service providers, the Urbanise software-as-a-service Industry Cloud platform is transforming the traditional engineering approach to building operations – improving customer service, removing operational costs and enabling new revenue streams. Urbanise technology is used in some of the tallest towers and most prestigious communities around the globe. www.urbanise.com

For further information contact: Lauren Thompson +61 438 954 729