

Thursday 28 May 2015

Urbanise signs HSA with HOLDCO Corporation

Urbanise.com Limited (Urbanise) (ASX:UBN) announced today that it has entered into a three-year Hosted Services Agreement (HSA) with Kuwait-based management company HOLDCO Corporation (HOLDCO) worth a minimum of US\$720K.

HOLDCO represents world-renowned brands including Numatic, Fibaro, Scentlinq and Legends Chemicals and provides services to Avenues Mall, The Gate Mall, Royal Hayat Hospital, Diwan Amiri, Kuwait National Petroleum Company and Kuwait Oil Company.

Under the agreement, HOLDCO will use the Urbanise platform to support its affiliated FM company, Marafick Management (Marafick), to extend its current offering to include residential maintenance service packages, while HOLDCO will develop cross industry business solutions in the Territory of Kuwait.

Marafick intends to have 10,000 residential customers within two years.

Commenting on the announcement, Holdco Corporation CEO Rami Lattouf said, *“The Urbanise platform comes as a strategic initiative towards scaling the business into new market segments and is in line with our vision of bringing the best of breed to the countries we operate in. It will enable us to continuously broaden our service offerings to meet the growing demand for residential property related packages. We are excited by the opportunities that Urbanise promises to deliver HOLDCO and its partners.”*

Urbanise CEO Ben Churchill added, “This partnership demonstrates that our online, customer-focused, service delivery technology is disrupting a multi trillion dollar industry. Our platform positions HOLDCO to become the engine of smart cities in Kuwait and confirms Urbanise as the technology partner of choice for smart cities globally. We look forward to working with HOLDCO to further enhance its service offering.”

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About HOLDCO Corporation

Established in 2010, HOLDCO represents international companies focused on many business verticals in Kuwait, Qatar and Lebanon. HOLDCO is changing the way these businesses are sourced, traded and distributed around the GCC and Middle East Area. HOLDCO represents and supports private high label quality products and services by distributing them through its channels and networks in the region. www.holdco.co

About Urbanise

Urbanise is the creator of a cloud-based platform for delivering building services. Designed for service providers, the Urbanise Industry Cloud software-as-a-service 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

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