

ASX RELEASE

Annual General Meeting Chairman's Address and Presentation Slides

Wednesday, 11 November 2015: In accordance with Listing Rule 3.13.3 Urbanise.com Limited (ASX:UBN) provides a copy of the Chairman's Address and Presentation that will be delivered at the Annual General Meeting today.

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Chairman's Address

In Princess Tower in Dubai this morning, a resident on the 76th floor logged into the Urbanise platform and registered an issue with the air conditioning. For that resident, their experience will now be a seamless investigation of the problem, conducted without any disruption to them or their day.

For the building manager, the administration of logging the job and finding the right tradesperson has been effortlessly fast-tracked by technology, allowing him to focus on customer service and follow up. Also, for the building manager, there are clear financial benefits of quick troubleshooting, as opposed to long-term infrastructure decay.

Finally, for the air conditioning maintenance contractor, he has quickly been connected with a customer – providing a source of revenue without significant marketing time or costs.

Urbanise is a platform built specifically for the facilities management industry. Our CEO, Ben Churchill, was a client before agreeing to take the helm of this business. He has seen first hand how this platform can transform the economics of the facilities management industry – restoring the industry's key function as a client service business, not just an administration function.

Ultimately, of course, the Urbanise platform has the capacity to run more than just buildings. As we can now connect hardware, any hardware, via sensors and networks in the Internet of Things, we see applications for the platform in connecting the smart cities of the future. And indeed this is what the team has been asked to begin facilitating in Malaysia.

I am very proud to address shareholders at the first Annual General Meeting of Urbanise.com since the company listed on the Australian Securities Exchange in September last year.

In the prospectus, I flagged that 2015 would be a year of investment for Urbanise. With the funds raised during the company's Initial Public Offering, the company has set about making the strategic investments in people and in key regions to support out major customers.

As a result of this focus on investment, Urbanise delivered:

- Revenue growth of 96% to \$10.2 million
- EBITDA of \$2.1 million
- NPAT of \$0.72 million

Our revenue result was achieved through an unrelenting focus on our customer proposition – allowing us to both renew and expand existing accounts and sign 15 new clients during the financial year.

During the year, we also made the decision – following feedback from our loyal investors – to prioritise emerging investment opportunities that will support our long-term ambitions.

The acquisition of MyStrata was unforeseen and was not identified in the Urbanise prospectus. But the significant opportunity to add to our platform and enhance our network of customers and buildings was considered carefully by the management team and your Board.

A decision was taken to pursue this opportunity in the best interests of our company and shareholders. As we have seen, the MyStrata acquisition has enhanced our platform, delivering additional recurring revenue streams from the same customers, through seamless, targeted cross sell.

As flagged in our prospectus, we also deployed IPO funds into the recruitment of 12 additional team members in key markets including Australia, the United Kingdom, Europe, the United Arab Emirates and Malaysia.

Urbanise has a strategy of focusing business development and rollout efforts on large-scale clients with a national or global presence. This allows us to expand our mandate within our clients' portfolios. The key markets in which we continue to focus on bolstering our presence reflect our strategy of following and supporting our major customers across jurisdictions.

Your Board and management team remain focused on delivering long-term value for shareholders by focusing on:

- Increasing our customer base and serving our customers well through in-country support;
- Expanding our platform features to better enable our customers to optimise their businesses;
- Leveraging our new capability in strata management;
- Developing and executing strategies to cross-sell our products;
- Consolidating our global footprint to drive further growth in existing territories and potential new territories; AND
- Delivering sound capital management and risk management to underpin the sustainability of our business.

We were very proud to add a range of new buildings and new services for our existing clients during the year. And we were equally proud to sign new contracts with customers including ARA Group in Australia, NG Baily and Key FM in the UK and Brookfield Multiplex internationally.

We expect the revenue contribution from these customers to increase over time. As with most Urbanise contracts, growth occurs not just with the acquisition of a new customer, but also with the ongoing and expanded use of the platform, resulting in a ramp up effect.

In this context, I would like to return to the acquisition of MyStrata and the concept of platform economics.

Marshall Van Alstyne, a business professor at Boston University and an expert in platform economics defines a platform as:

"A published standard that lets others connect to it, together with a governance model, which is the rules of who gets what. Business platforms are often engaged in consummating a match. It's a match between riders and drivers with Uber. It's between travellers and spare capacity of guest rooms in Airbnb."



With Urbanise, it's between service providers and building managers ... OR between service providers and residents of buildings.

I was encouraged to read GE's Chairman, Jeff Immelt, recently advocating that the future of many industries is linked to what he called "the industrial internet" – that is, the connecting of physical buildings, machinery and tools with sensors, systems and the cloud. This very idea was the genesis of Urbanise, many years ago.

In 2015, we have made pleasing progress towards this vision. The acquisition of MyStrata has bolstered the customers on the Urbanise platform, which now includes strata managers. In Australia alone, our MyStrata software is used to manage almost 99,000 strata units.

This has become a key channel for one of our new clients, ARA Group, which is now able to offer its own services to the residents of those 99,000 units via the Urbanise platform. Under this model, Urbanise receives both software service fees for each unit managed and transactional revenue for each job.

Our international teams have commenced offering this model in other geographies to leverage networked potential within our existing customer base. We look forward to providing our shareholders with further updates on our progress at the half-year results in February.

At the close of the 2015 financial year, Urbanise had no debt on its balance sheet; a cash balance of \$12.2 million; and total assets of \$52.2 million. As a start up business operating off a small base, you would expect us to experience lumpy revenue. Over the years ahead we look forward to demonstrating the beginnings of a more consistent trend. It is worth noting that one of the focus areas for management in the 2016 financial year will be cash-flow management.

Before turning to the formal business of the meeting, I would like to make mention of some notable appointments during the year. Mark Hough joined the company as Chief Financial Officer in May. He has 25 years experience working with public companies and multinationals in the UK, GCC, North Africa and India.

We also appointed Andrew Herman as Regional Sales Director for Australia and New Zealand soon after listing. Andrew has 25 years' experience in IT sales, including with IBM. Already he has made a significant contribution to the business.

I would also like to extend my thanks to Ian Breedon who joined our advisory board late last year. Ian was formerly Deloitte Australia Property Group Leader and Member of the Deloitte Global Real Estate Construction Executive.



I also acknowledge the hard work of the Urbanise staff, the management team and my fellow directors during 2015, which was an important transitional year for the company.

As we move into 2016, our focus remains firmly on:

- Bedding down and enhancing our platform to maximize scale and functionality;
- Supporting roll out of the Urbanise platform across our clients' portfolios; and
- Leveraging platform economics to drive transactions through Urbanise.com.

On behalf of the Board, I would like to thank you, our shareholders, for your continued support as we pursue our growth plans. We believe the Urbanise platform really is something unique and exciting – a game changer for the facilities management industry.

END

A nighttime photograph of a city street. In the background, several tall skyscrapers are illuminated with blue and white lights. Red light trails from cars are visible in the upper left. The foreground shows a dark asphalt road with white lane markings and a concrete curb on the right. A large orange rectangular box is superimposed over the middle of the image, containing the title and date.

2015 Annual General Meeting

11 November 2015



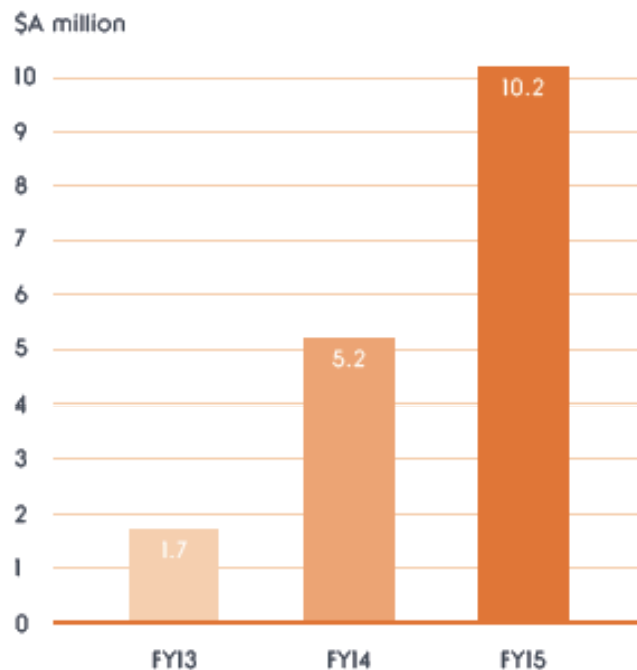


Urbanise is a platform built specifically for the facilities management industry

Revenue

\$A10.2 MILLION

▲ Up 96% on FY14



NPAT

\$A0.7 MILLION

EBITDA

\$A2.1 MILLION







64
EMPLOYEES

8
OFFICES ACROSS
FIVE REGIONS

35
CUSTOMERS

1,125
CONNECTED BUILDINGS

214,495
REGISTERED OCCUPANTS

 COUNTRIES WITH CONTRACTED CLIENTS IN ROLLOUT



Increase customer base

Expand platform

Leverage strata management

Cross sell

Consolidate global footprint

Capital and risk management



Industry Disruptors



Our 2016 Focus

1

Bedding down and enhancing our platform to maximise scale and functionality;

2

Supporting roll out of the Urbanise platform across our clients' portfolios; and

3

Leveraging platform economics to drive transactions through Urbanise.com



