



updater

ASX:UPD

SHAREHOLDER PRESENTATION

AUGUST 2016

NOT FOR RELEASE IN THE U.S.

Important Notice

This presentation is given on behalf of Updater Inc. ("Updater")

Information in this presentation:

- is for general purposes only, and is not an offer, recommendation, or invitation for investment in, or purchase of, Updater securities;
- should be read in conjunction with, and is subject to, Updater's Prospectus and Annual Report, and Updater's market releases on the ASX;
- includes forward-looking statements about Updater and the environment in which Updater operates, which are subject to uncertainties and contingencies outside of Updater's control – Updater's actual results or performance may differ materially from these statements;
- includes statements relating to past performance, which should not be regarded as a reliable indicator of future performance; and
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All information in this presentation is current as of 25 August 2016, unless otherwise stated. Sources for all research and statistics included in this presentation are outlined in the Prospectus.

All currency amounts are in U.S. dollars unless otherwise stated. All capitalised terms have the meaning ascribed to such terms in the Prospectus or Annual Report.

Background

- Founded in 2010 and seeded by Australian investors, Updater is headquartered in New York City and develops technology to improve the consumer relocation process in the U.S.
- Updater's products address practical problems and help:
 - **Movers** complete tedious and time-consuming tasks efficiently
 - **Real Estate Companies** add value in the face of disruptive technologies
 - **Businesses** communicate with movers contextually
- Updater commenced trading on the ASX (ticker code "UPD") on 7 December 2015 after closing its significantly oversubscribed IPO raising A\$22 million
- Previous financing rounds include A\$6 million pre-IPO funding from Australian investors, US\$8 million funding from U.S. venture capital investors, and US\$1.5 million of seed funding led by Australian investors



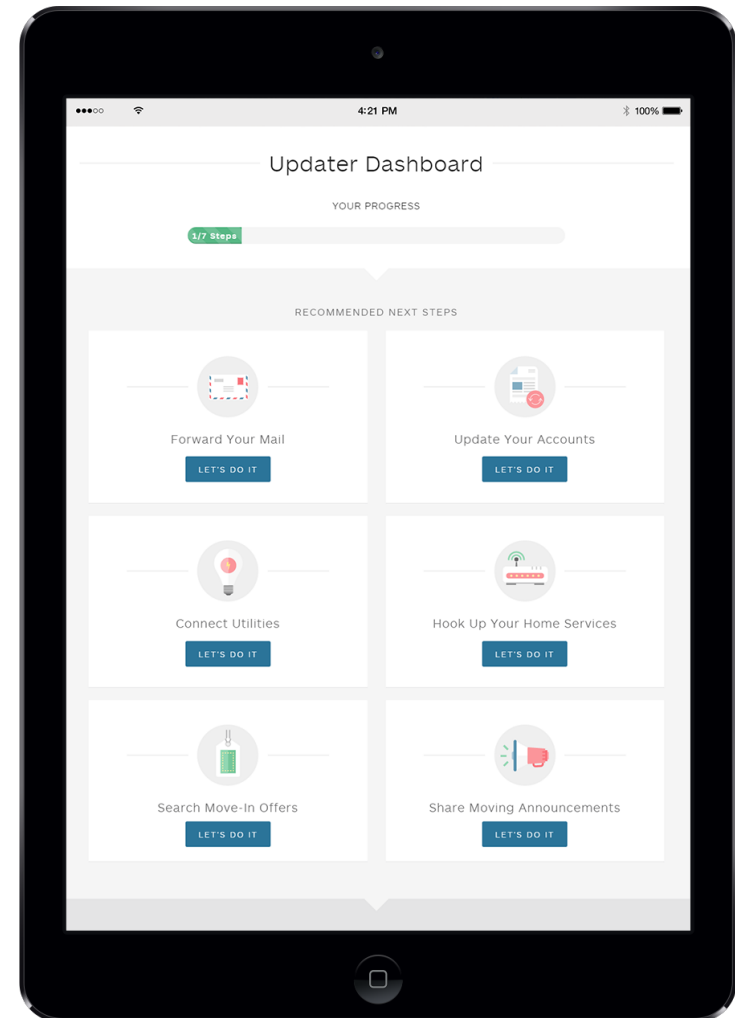
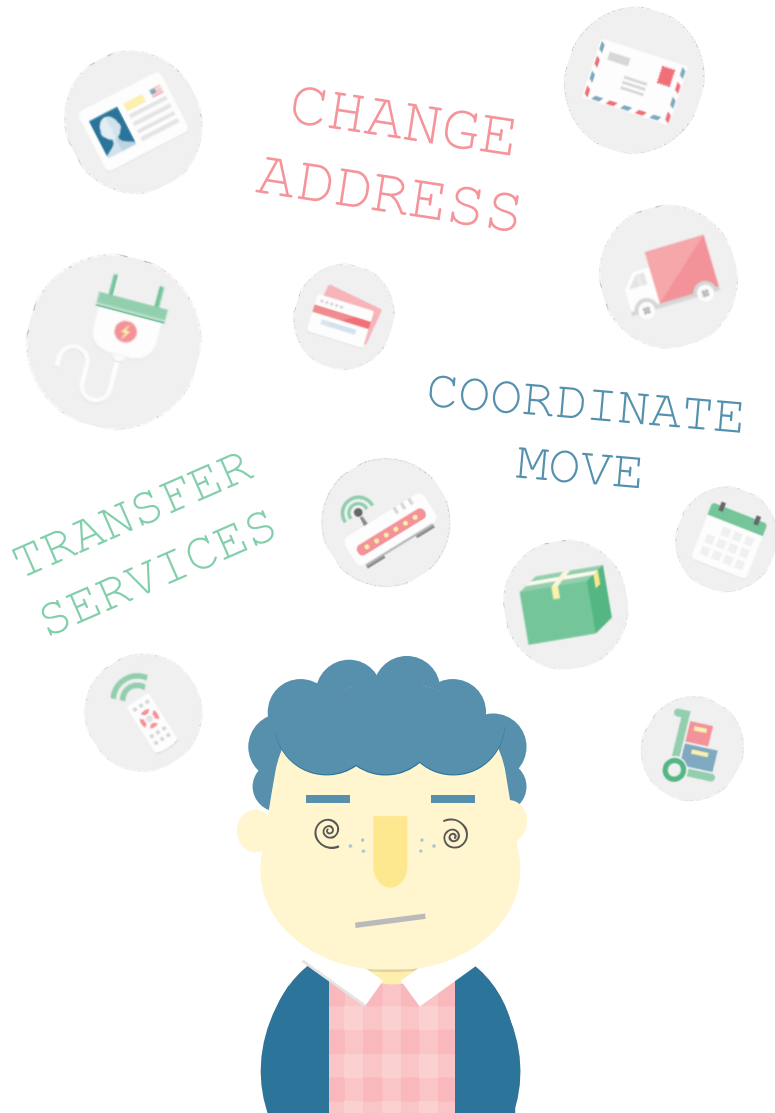
Key Highlights

- U.S. population is one of the **most transient** in the world
- Approximately **17 Million** unique household moves/year
- Updater has a **first mover advantage** in an industry with dynamics that favour dominance of one player
- Updater's market share has grown significantly to **5.35% of all U.S. moves** in July 2016
- Entrenched position – **over 500 signed partnerships** with real estate companies and numerous key tech integrations
- **Significant revenue potential** as U.S. Businesses spend billions each year trying to find and communicate with Movers
- **Experienced management team**

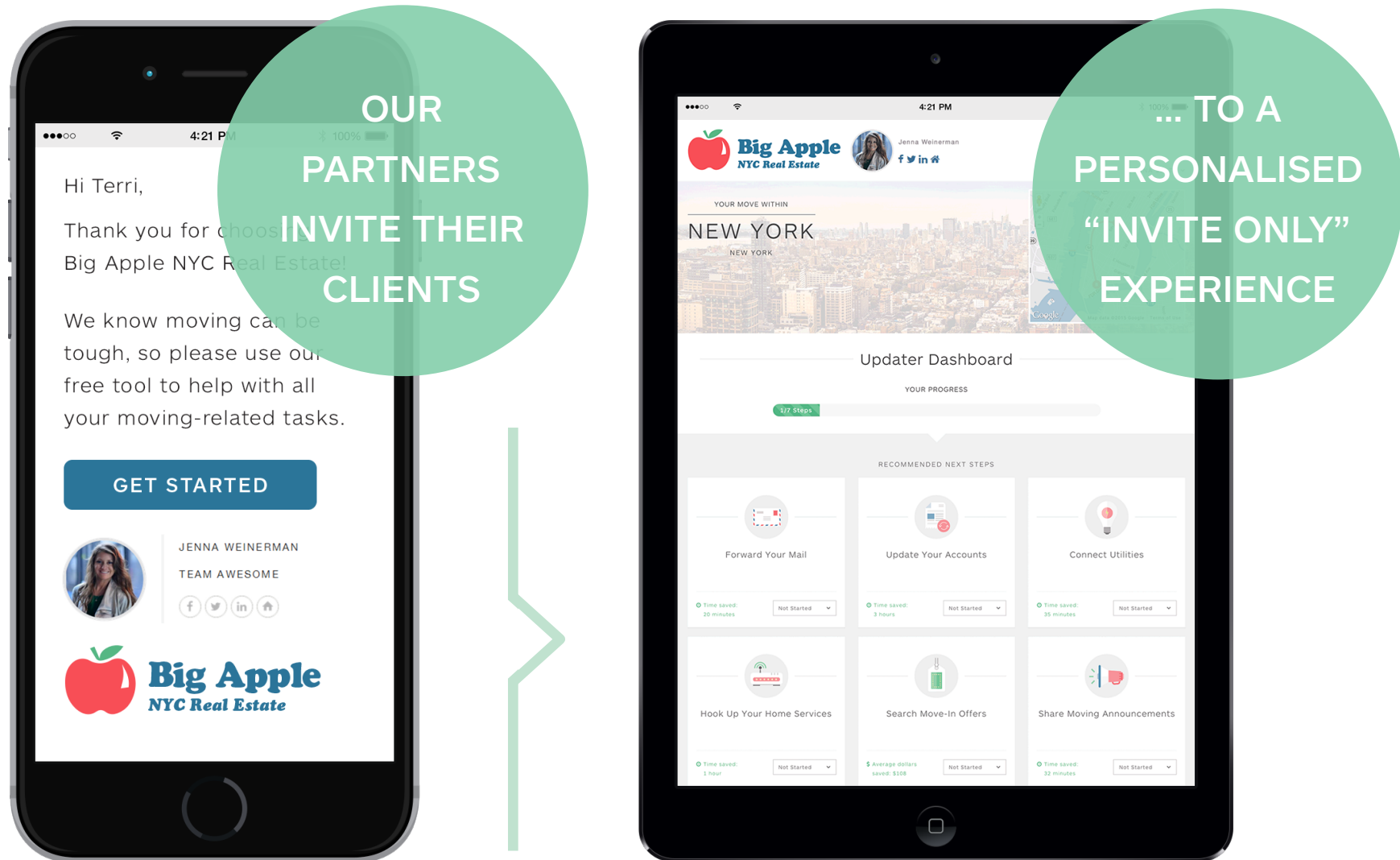


UPDATER'S BUSINESS

Moving... reimagined



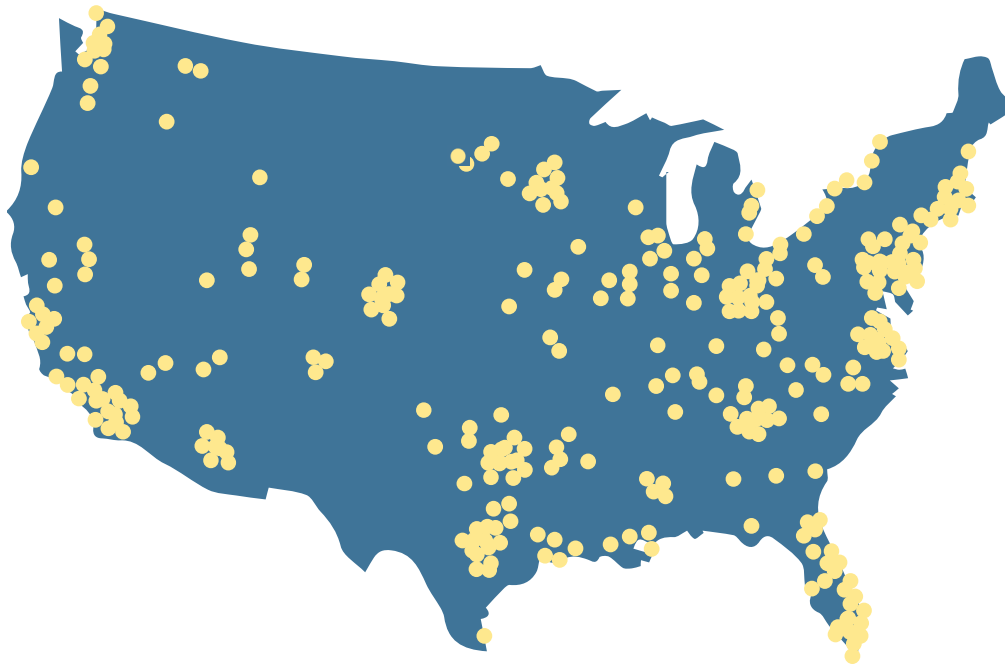
Partners love Updater



Success with real estate partners

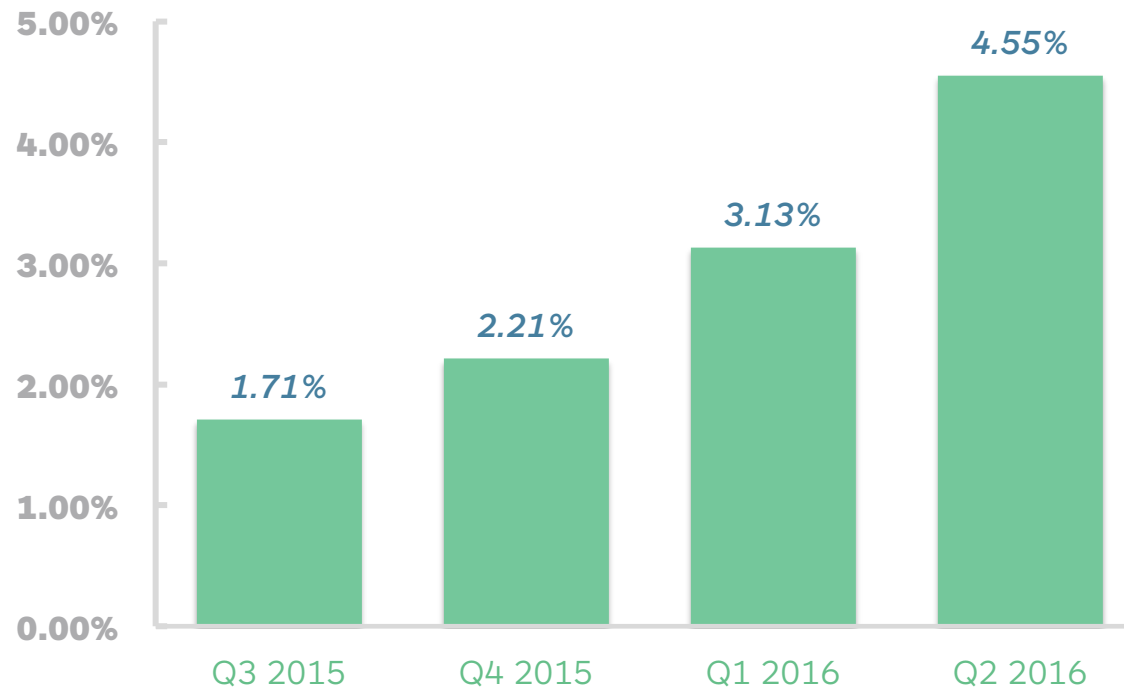
Over **500** signed partnerships with Real Estate Companies

- Very low churn
- Consistently report tremendous value



**PARTNERS
IN 46
STATES**

Quarterly Estimated Market Share



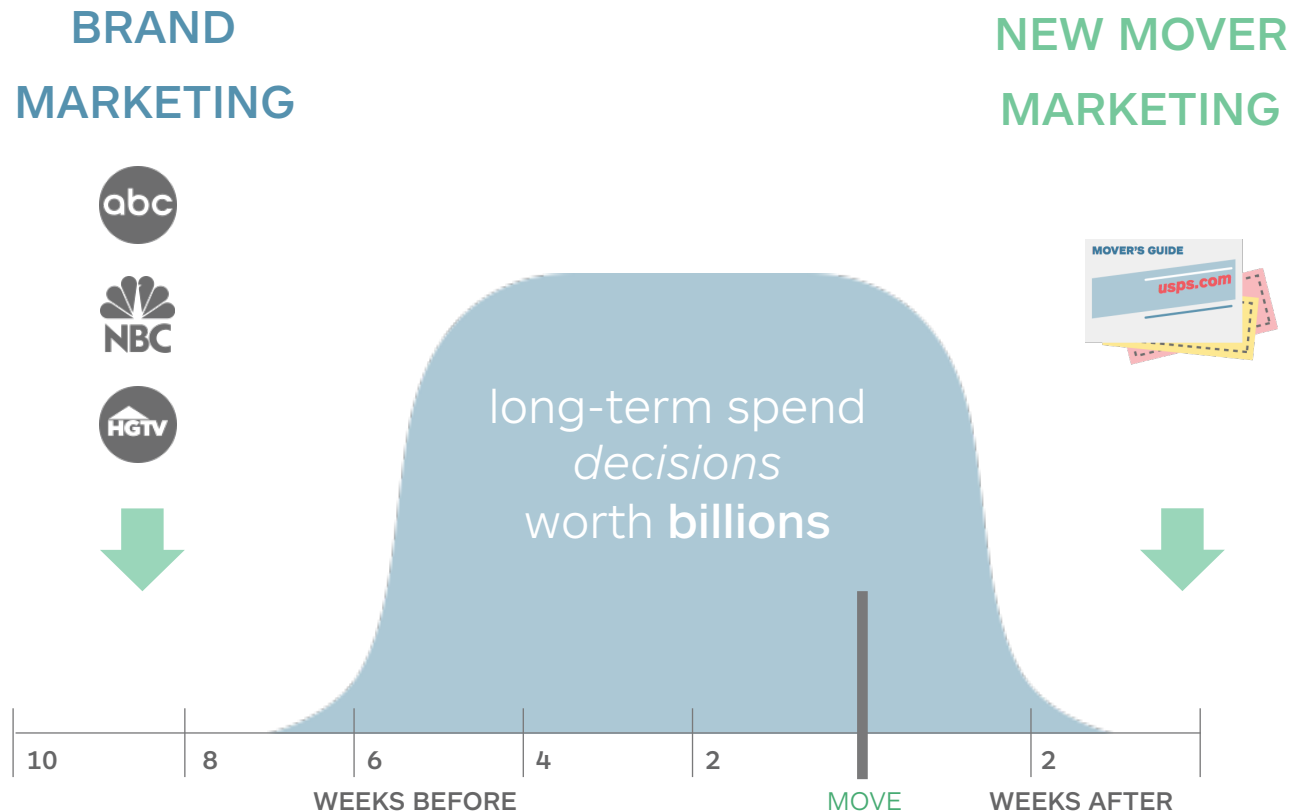
Note: market share of monthly moves processed hit 5.45% in July 2016

MOVES PROCESSED

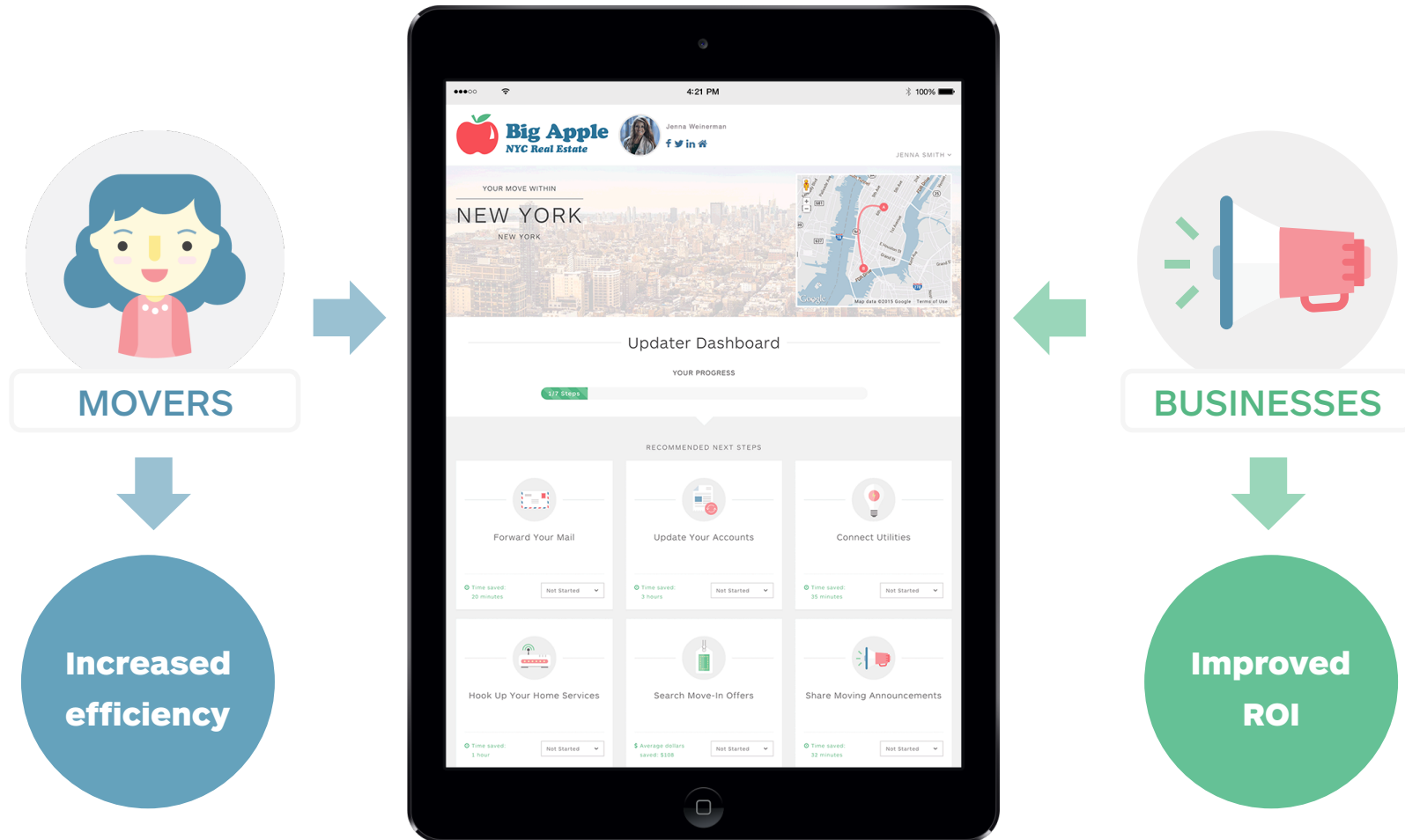
2015		2016	
Q3	Q4	Q1	Q2
79,101	87,541	119,724	208,742

Big problems for Businesses

Spend billions each year *trying* to reach movers



Updater will bridge the communication gap



MOVING VERTICAL

Moving industry background

17 Million households move per year in the U.S.; **26%** use professional moving companies.

There are **7,000** moving companies in the U.S., comprised of van line agents and independents.

Updater estimates **30%** of moving companies will meet Updater's criteria to purchase a Business Product.

12 major van lines – very large moving companies that operate networks of companies (agents) that agree to abide by certain quality guidelines, similar to a franchisee.

Van Lines and Estimated Agent Counts

Atlas Van Lines	500
North American	500
National Van Lines	400
United	350
Mayflower Transit	300
Allied Van Lines	275

Arpin Van Lines	200
Wheaton Worldwide	200
Bekins Van Lines	150
Stevens Van Lines	125
American Red Ball	60
Graebel Van Lines	35

Moving industry inefficiencies



MOVERS

- x Unclear who to trust/
high fraud risk
- x No reliable source of
information
- x Pricing subjectivity &
inconsistency
- x Pricing often changes
day of move

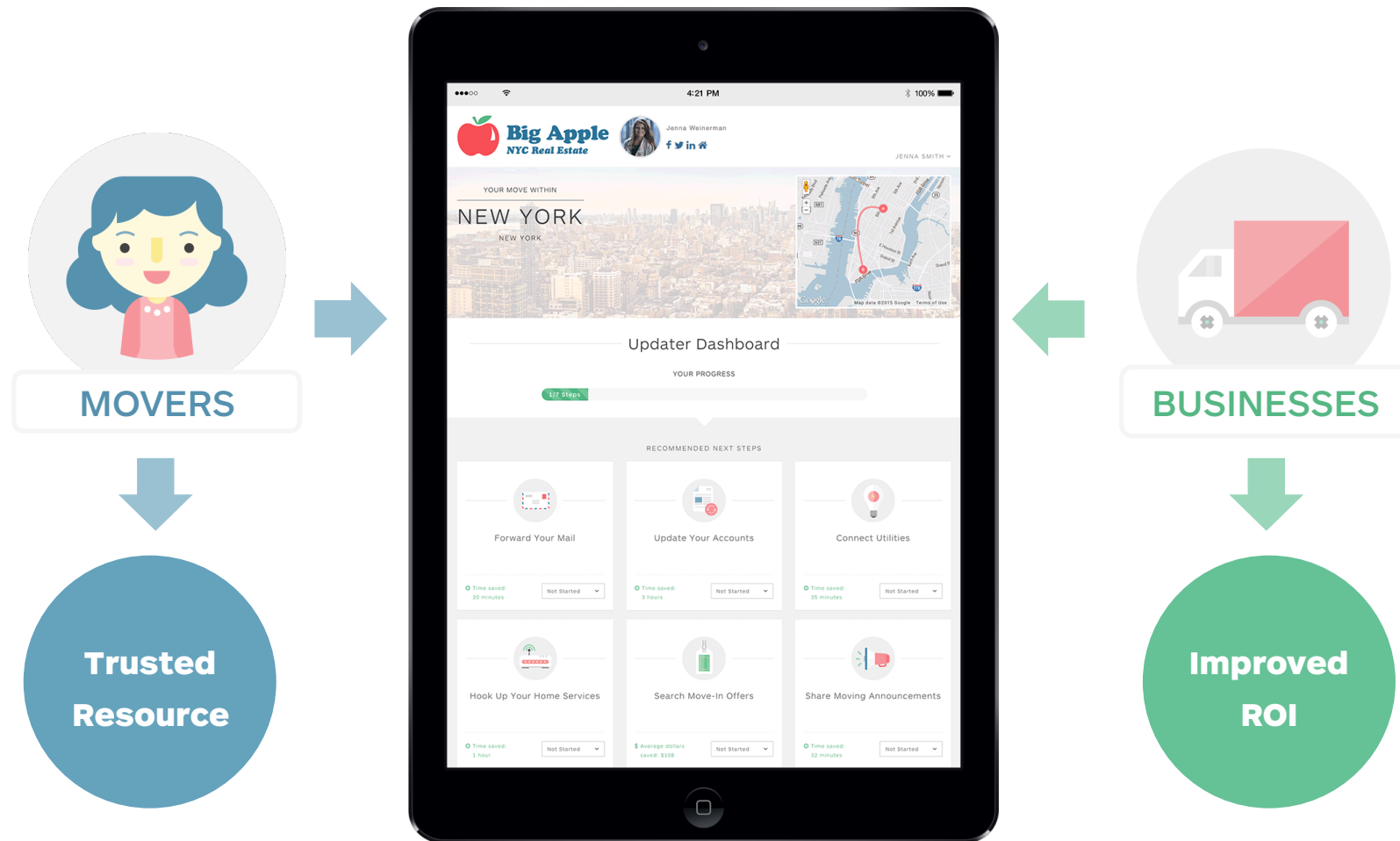


BUSINESSES

- x Spend millions on lead
generation efforts
- x Poor ROI from
marketing channels
- x Top companies can't
differentiate
- x Decades of failed real
estate outreach

Updater's fix

Business Products for reputable moving companies



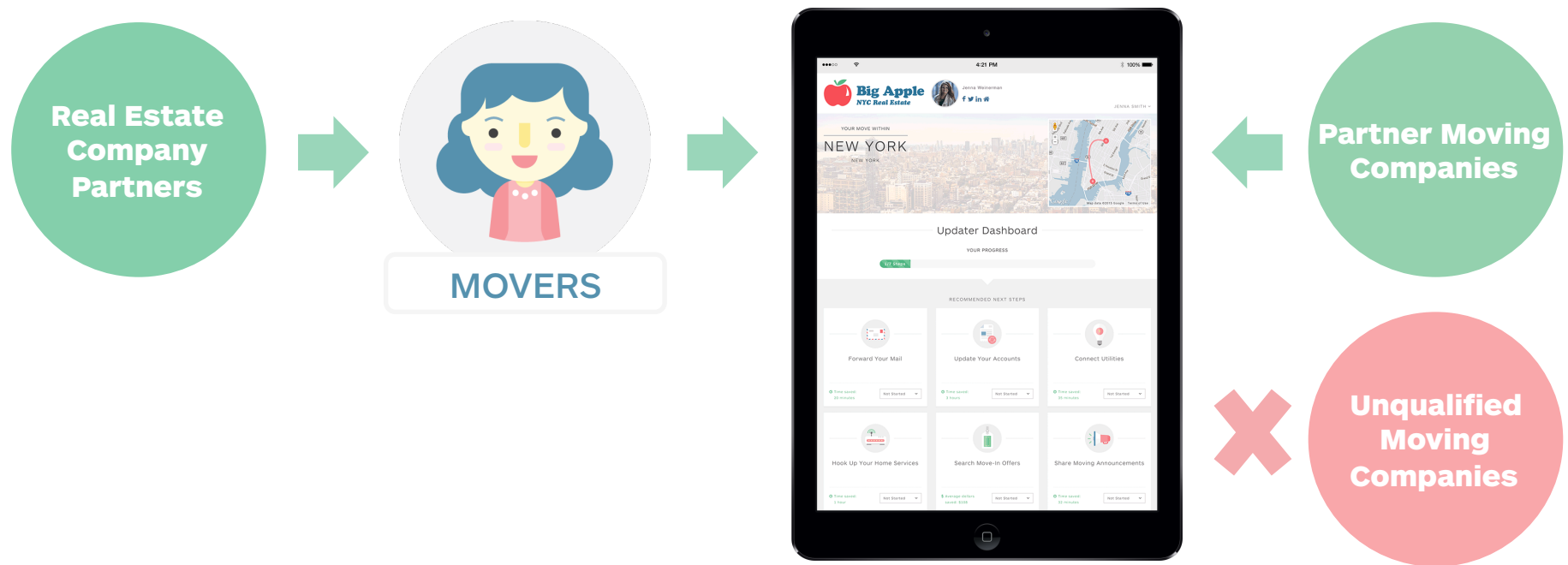
Verified professional moving companies

- **Updater Verified Moving Company** – the most respected and trusted professional moving companies in the U.S.
 - **Licensed** and **insured**
 - **Compliant** with federal regulations
 - Abide by **ethical business practices**
 - Vetted and **certified** by the American Moving and Storage Association (AMSA)
 - Documented track record of **customer satisfaction**
- Certification **required to buy Business Product** (and participate in Pilot)



Updater will leverage Business partner data

Connecting Movers to appropriate moving companies for each unique move



Updater may build technology to optimise scheduling, estimates, and bookings

Updater's vision for the industry



MOVERS



BUSINESSES

- ✓ Movers can trust Updater Verified Moving Companies
- ✓ Reduced risk of fraud and pricing changes
- ✓ Scheduling ease and consistency
- ✓ One platform for all interactions with moving companies

- ✓ Improved marketing spend ROI
- ✓ Reduced sales and ops overhead
- ✓ Contextual communication with Movers
- ✓ Untrustworthy competitors excluded
- ✓ Increased bookings for top moving companies

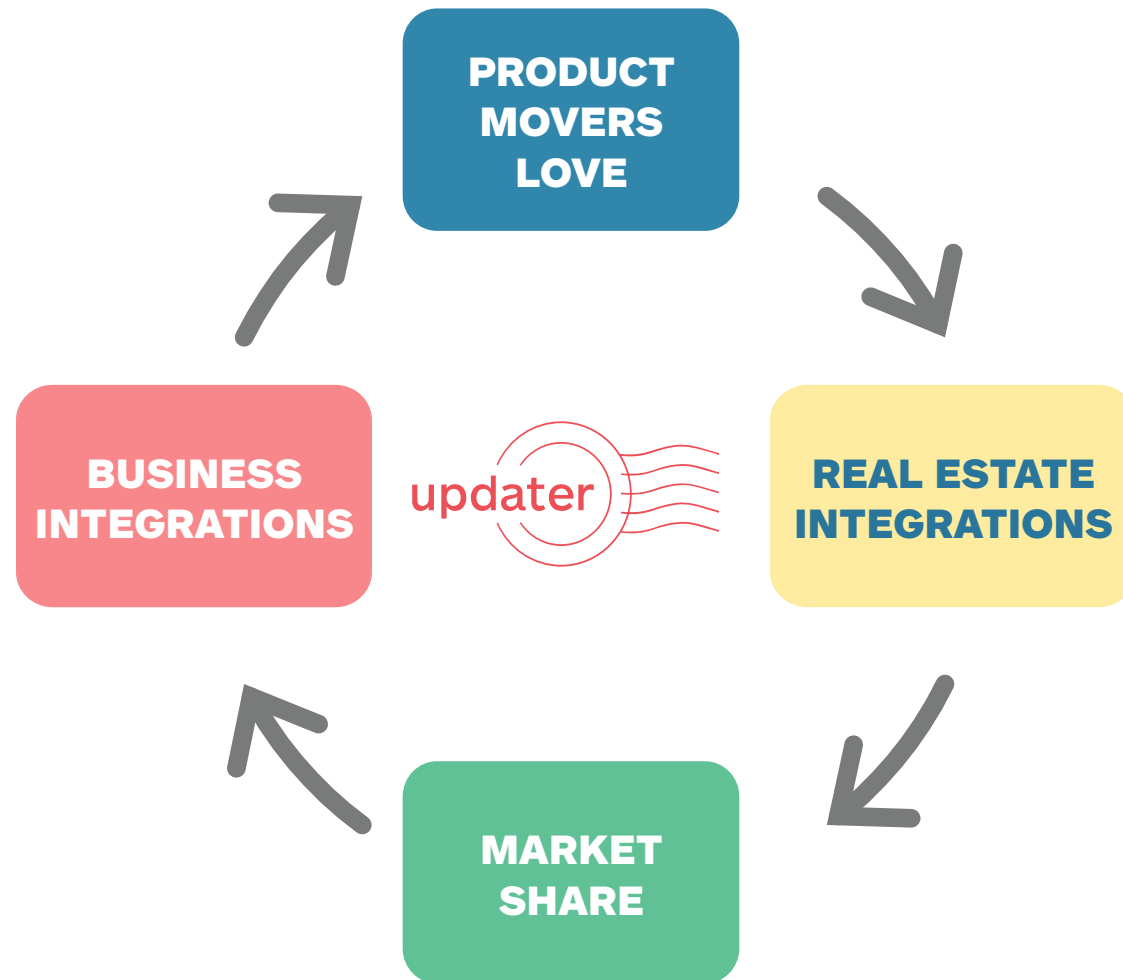
Delivering a phenomenal UX

The “technology layer” for Mover interaction with moving companies

The screenshot shows a web interface for scheduling an in-home estimate. At the top, the text "Schedule an in-home estimate with verified moving companies" is displayed next to a circular "VERIFIED MOVERS" badge with a red 'U'. Below this, there are two main sections. The left section, titled "Select up to 3 dates for in-home estimates.", contains three input fields with the dates "Sept 3, 2016", "Sept 4, 2016", and "Sept 5, 2016". The right section, titled "Updater Verified Moving Companies", lists three companies: "A1 Moving Storage" with a 5-star rating, "Blackbird MOVERS" with a 5-star rating, and "SPEEDY MOVERS" with a 4.5-star rating. A blue "SUBMIT" button is located below the company listings. At the bottom of the interface, there is a link for "Frequently Asked Questions".

Network effect

Updater will deliver **unprecedented value** to all parties



Pilot companies

- All Pilot Partners are Updater Verified
 - This will be required for future partners too



- Updater's Pilot Moving Companies include (but are not limited to):
 - **Hilldrup**, agent for United Van Lines and a 21-time recipient of the United Van Lines' Customer Choice Award (an industry-record). 103 years in business.
 - **Ace Relocation**, agent for Atlas Van Lines and winner of the Hauling Excellence Award in every year from 1999 to 2015. 48 years in business.
 - **Olympia Moving and Storage**, agent for Wheaton World Wide Moving and named Wheaton "Agent of the Year" in '07 and '13 (out of 220 companies). 23 years in business.

Terms of the Pilot

1

Timing and Participants

- 6-month contracts with 1 month for setup
- Pilot will run in 2-5 major metro areas
- Pilot will include 5-10 moving companies

2

Setup and Implementation

- Updater introduces new feature (Moving Center)
- Updater assigns “control group” and “study group”
- Pilot Moving Companies communicate availabilities, and send Updater full analysis of customer funnels and results
- Updater users get priority scheduling with Pilot Moving Companies

3

Pricing and Results

- No tech integration, no tech fee
- Updater will not price the product
- Updater has rights to publish results

Why this Pilot is critical

- **Accelerates sales** to brokers and property managers (increases market share)
- Makes products more “**sticky**” (increases market share)
- **Turbo-charges** Real Estate Product sales to moving companies
- Significantly **enhances Mover Product** experience
- **Fuels the network effect**
- Ultimately could be **largest revenue driver**

Pilot is years in the making

- Strategic investment from National Association of REALTORS®
- AMSA Supplier Member; also serve on AMSA Supplier Committee
- Building relationships in the moving and storage industry for years
- Won numerous key industry awards
- Hired industry leaders and experts
 - **Mike Clarner** – Head of Moving & Storage; 6+ years software sales to moving companies
 - **Chris Saad** – Director of Business Development; 15+ years software sales to moving companies, and 5+ years working at a large moving company
 - **Jenna Weinerman** – Marketing Director; 6+ years in marketing specifically to moving companies; AMSA Supplier Committee Board Member; Board Member at Move for Hunger (official charity of AMSA)
 - **Amanda Fischer** – Marketing Manager; 3+ years in marketing at a large moving company

Meet USA Moving

This sample moving company is a large company in the industry with an impeccable record of excellence.

Average revenue per move

\$1,950

Average annual moves booked

9,000

Annual revenue

\$18M

Annual marketing spend

\$4.4M

Locations Nationwide



Example of “Partner Value”

USA MOVING BOOKINGS

What is our Market Share?

If **10%** = 1,700,000 Moves Processed / Year

What is the “Relevance Rate” for USA Moving?

- Relevance Rate = Updater users moving within USA Moving’s service area
- Assume Relevance Rate of 0.5% of Moves Processed for USA Moving
= 8,500 moves (“Relevance Pool”)

What is the revenue for an average move?

- \$1,950

What is USA Moving’s current Booking Rate in the Relevance Pool?

- Assume 3%: USA would book 255 Updater users without Updater marketing

How much can Updater help?

- If we can *prove* that we can improve “Booking Rate” by just **20%** → we can book 51 additional moves that USA would otherwise not have booked

We generate \$99K in additional revenue for USA Moving

= **Proven Partner Value** for one year of Updater services



NOTE: USA MOVING EXAMPLE IS FOR DISCUSSION PURPOSES ONLY – NOT REAL DATA

Example of “Vertical Value”

ALL MOVING PARTNER BOOKINGS

Let's assume we partner with a few hundred moving companies after the pilot

- Assume 20% of our Moves Processed are users within service areas of partners
- 20% Relevance Rate X 1.7M moves = 340,000 moves /year in the “Relevance Pool”

What is Booking Rate within the Relevance Pool for partners? (without Updater)

- Assume our new partners collectively book 15% of moves in Relevance Pool
- Our partners would be booking 51,000 moves without Updater marketing

How many additional booked moves for our partner moving companies?

- If we extend the proven Partner Value (i.e., improving Booking Rate by just 20%) to all partners, we would facilitate 10,200 *additional* bookings for our partners.
- At \$1,950 per move,
= **\$19.9M Vertical Value (New Revenue)**
 - In one year
 - At only 20% relevance rate
 - Improving bookings by just 20%
 - At 10% market share
 - Only for household moves in the U.S. booking full-service jobs

With Market Share Growth and Product Improvements...

Vertical Value soars, even if “relevance rate” is just 20%



BUSINESS PRODUCTS

Updater revenue potential: key concepts

1

Vertical Value =

Updater Market Share \times Proven Partner Value

2

Updater's Revenue Potential in Vertical =

(Vertical Value \times Avg. Partner Margin) / Avg. Required ROI

3

Updater's Total Revenue Potential =

Sum (Updater's Revenue Potential in Each Vertical)

Opportunity for Business Products

PRIMARY INEFFICIENCIES

- Appliances & Electronics
- Auto Repairs & Maintenance
- Banking - Savings/Checking
- Cable, Satellite, Internet
- Department Store
- Furniture
- Gas, Electric, Water
- Grocery
- Health Care Providers
- Home Improvement
- Home Repair/Contractors
- Home Services (Landscaping, etc.)
- Insurance - Home & Renters
- Insurance – Auto
- Local Services (Dry cleaner, etc.)
- Moving Companies
- Pharmacy
- Wireless

Why “price” Business Products *after* Pilots?

1

Proven Partner Value
Larger Market Share



Increased leverage

2

Need full Product team in place

3

Can't charge major premium unless:

- Control the entire platform
- Prove the effectiveness of the platform

4

Pricing after Pilot Programs minimizes risk of...

- Under-pricing value offering
- Under-delivering on partner expectations



KEY METRICS

The roadmap to winning relocation

**MARKET
SHARE**

Can we achieve dominant market share position?



**BUSINESS
PRODUCTS**

Can we prove significant Partner Value in multiple verticals?



**PRODUCT
MOVERS
LOVE**

Can we prove that Business Products enhance the Mover Product?

Key metrics and goals



YE 2016: 5% Market Share
YE 2017: 15% Market Share



YE 2016: 3 Pilot Programs structured to prove Partner Value with rights to publish results



Through 2017: Improve engagement and NPS for Mover Product with introduction of Business Products



THE TEAM

Our senior management team



**David
Greenberg**

Chief Executive Officer

- Built and launched Updater out of his own frustrations with moving
- Responsible for driving vision and execution of Updater business plan
- Previously practiced corporate law at Cravath, Swaine & Moore LLP



**Ryan
Hubbard**

Chief Technology Officer

- Oversees technical strategy and drives all engineering initiatives
- Has over 15 years of experience in the technology industry
- Previously served as Partner and CTO of YellowHammer



**Raj
Doshi**

Senior Vice President, Sales

- Oversees all sales and support teams
- Seasoned sales strategy and scalability leader
- Previously led strategy for Google's Americas advertising sales divisions

Our team



Our Board



**David
Greenberg**

Chairman and
Executive Director

- Built and launched Updater out of his own frustrations with moving
- Responsible for driving vision and execution of Updater business plan
- Previously practiced corporate law at Cravath, Swaine & Moore LLP



**Ryan
Hubbard**

Executive Director

- Oversees technical strategy and drives all engineering initiatives
- Has over 15 years of experience in the technology industry
- Previously served as Partner and CTO of YellowHammer



**Grant
Schaffer**

Non-Executive
Director

- Lead seed investor in Updater and Board member since February 2011
- Active technology investor in Australia and the U.S.
- Previously held a range of senior positions at Evolution Securities and Ernst & Young



**Antony
Catalano**

Non-Executive
Director

- CEO of Domain Group since November 2013
- Leading investor in real estate media services and technology
- Founded Metro Media Publishing, Victoria's fastest growing media business, in 2009

CORPORATE DETAILS

Company overview

ASX: UPD

Outstanding Shares (as CDIs)	428,627,800
Market Cap at A\$0.54/CDI	\$A 231M
Cash Balance at 30 June 2016	\$US 14.1M
Options and Warrants (as CDIs)	105,354,150

CDI Price

Offer Price (Prospectus: 17 November 2015)	\$A 0.20
Price at 25 August 2016	\$A 0.54

Securities Held

David Greenberg	28.5%
Ryan Hubbard	10.2%
Grant Schaffer	7.3%
U.S. VC Investors	12.1%
Other Investors	41.9%



THANK YOU

David Greenberg
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