



ASX Announcement
9 February 2016

UPDATER LAUNCHES FULL INTEGRATION WITH SKYSLOPE, A LEADING TRANSACTION MANAGEMENT SOFTWARE

Updater Inc. (ASX:UPD), the US technology company making the moving process easier for the 17 million US households moving each year, is pleased to announce that it has launched a technology integration with SkySlope, a transaction management software for real estate brokerages and teams.

Following the successful integration, which is now fully complete, real estate brokerages that use SkySlope as their primary software can offer their clients Updater to simplify the process of updating accounts and records, transferring utilities, forwarding mail and much more.

Together, Updater and SkySlope allow real estate brokerages to fully complete the transaction loop – from contract to post-closing.

“This successful integration will enable Updater to partner with many of the industry’s leading brokerage firms that use SkySlope, and then roll out our technology with little to no work,” said David Greenberg, Founder and CEO of Updater.

After an invite-only beta testing period, six real estate brokerages that use SkySlope are already live on the integration, including RE/MAX Results of Minnesota. RE/MAX Results is the largest RE/MAX company globally with over 950 Sales Executives and over 30 offices.

As described in Updater’s Prospectus, Estimated Market Share is Updater’s key metric and 5% by year-end 2016 is Updater’s goal. Updater’s Estimated Market Share was 2.56% in December 2015, up 25% from October 2015.

The successful integration with SkySlope is expected to have a positive impact on the amount of moves processed through Updater’s platform and, as a result, may increase Updater’s Estimated Market Share.

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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 personalised Updater moving experience. With significant market share 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.