



ASX Announcement
20 April 2016

UPDATER HIRES SENIOR EXECUTIVE FROM GOOGLE

Highlights:

- Raj Doshi appointed Senior Vice President of Sales
- He joins the senior management team, and will oversee all sales and support divisions
- Before an extremely successful tenure at Google, Raj worked at McKinsey & Company for eight years

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 Raj Doshi has been appointed Senior Vice President of Sales.

Raj begins work at Updater the week of 18 April and he will oversee all sales and support divisions, which includes the majority of Updater employees. He will join Founder and CEO David Greenberg and CTO Ryan Hubbard on the senior management team.

Raj joins Updater after a very successful career at Google. He led strategy and operations for Google's Americas advertising sales organization from 2011-2014. He then led a large sales organization and expansion efforts for Google Fiber, which engages consumers and businesses to sign up for Google's gigabit internet and TV offering.

Prior to Google, Raj spent eight years at McKinsey & Company, where he led client engagements for several of the world's largest financial institutions, media companies, and governments. Raj also served as an Adjunct Professor at the University of Virginia's McIntire School of Commerce from 2010-2013 and continues to guest lecture at multiple universities across the US.

“Raj has extraordinary experience leading sales teams and building marketing platforms at Google, and his expertise will be critical for Updater as we scale and build innovative new products,” said Updater Founder and CEO, David Greenberg. “Raj has an exceptional record of success and our team is thrilled to have him on board.”

Raj holds an MPA from Harvard University, an MBA from the Kellogg School of Management at Northwestern University, and a BA in Economics and Mathematics from the University of Virginia.

For more information, please contact:

David Greenberg
Founder and CEO
david.greenberg@updater.com

Simon Hinsley
Investor & Media Relations
simon@updater.com
+61 401 809 653

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.