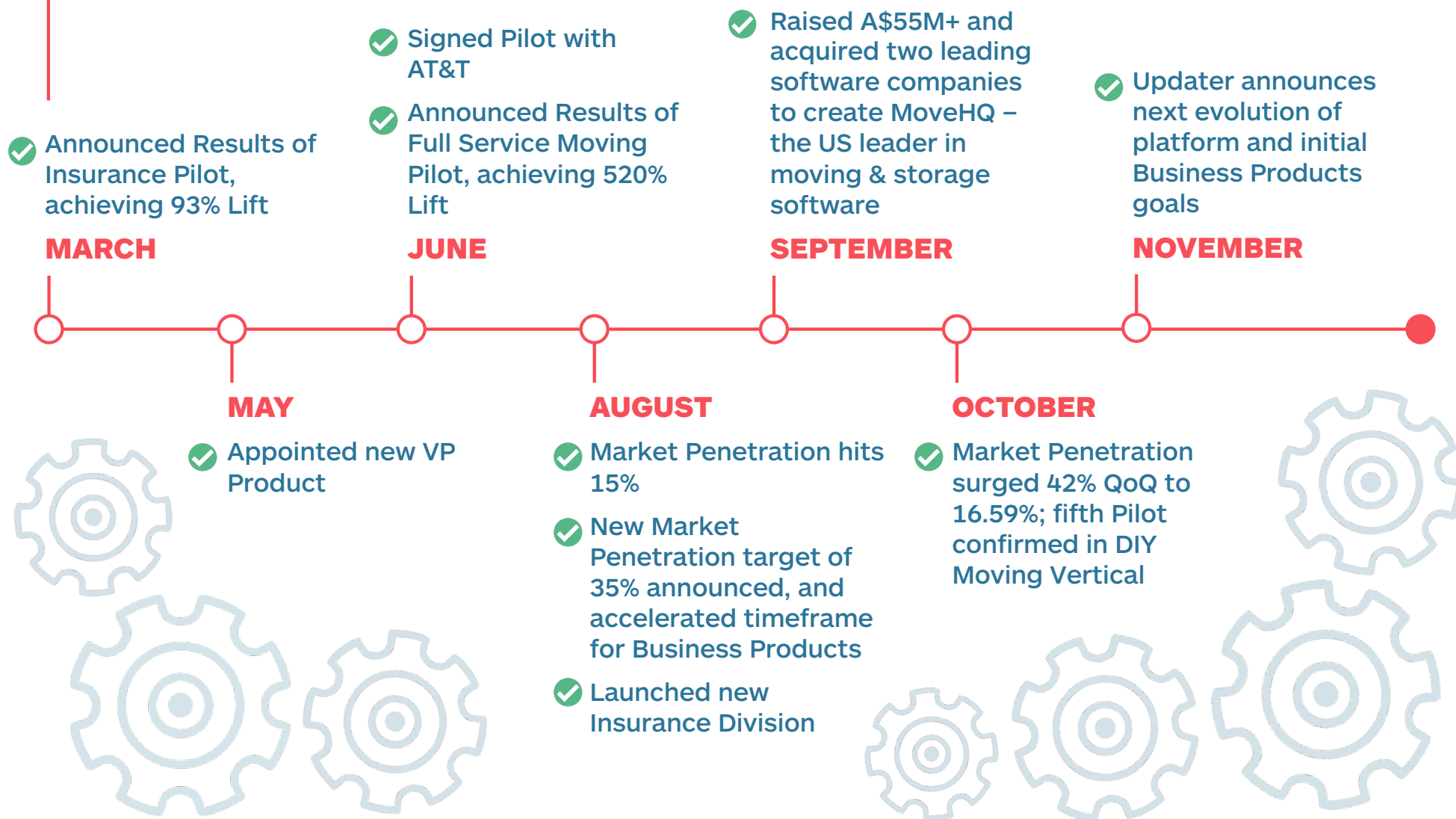


A modern office interior with a large glass wall. In the foreground, there are several vertical bars in various colors (blue, green, red, white). The floor is made of light-colored wood. In the background, there are shelves with books and plants, and a red 'EXIT' sign is visible on the ceiling. The overall atmosphere is bright and professional.

updater.

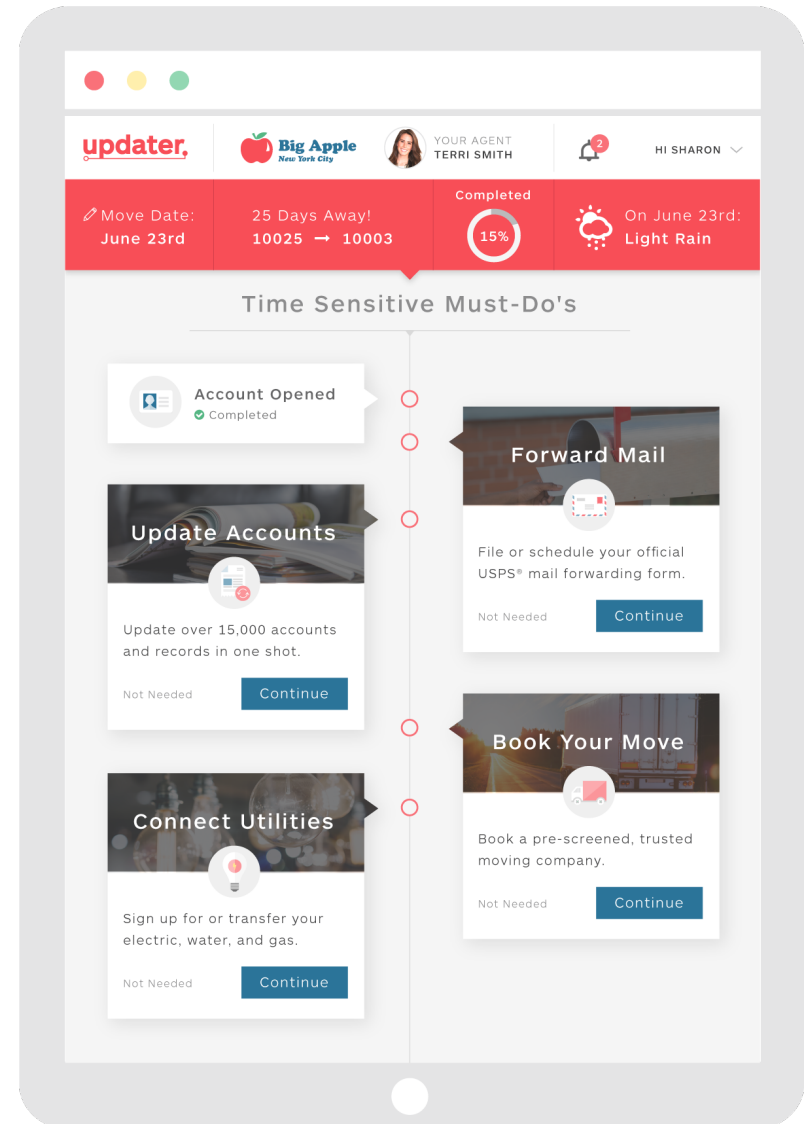
NOVEMBER 2017

2017 Milestones

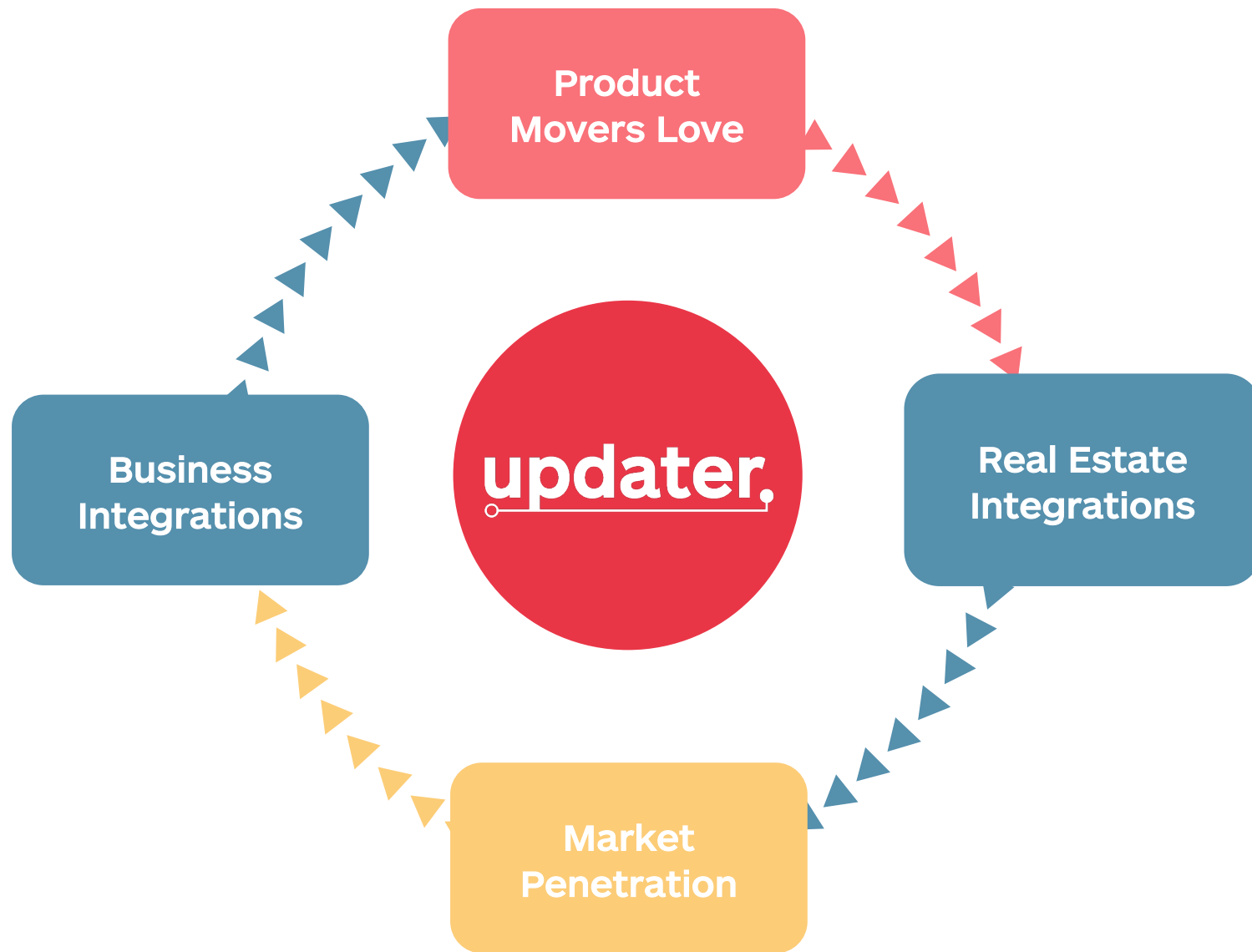


Next Evolution Platform Goals

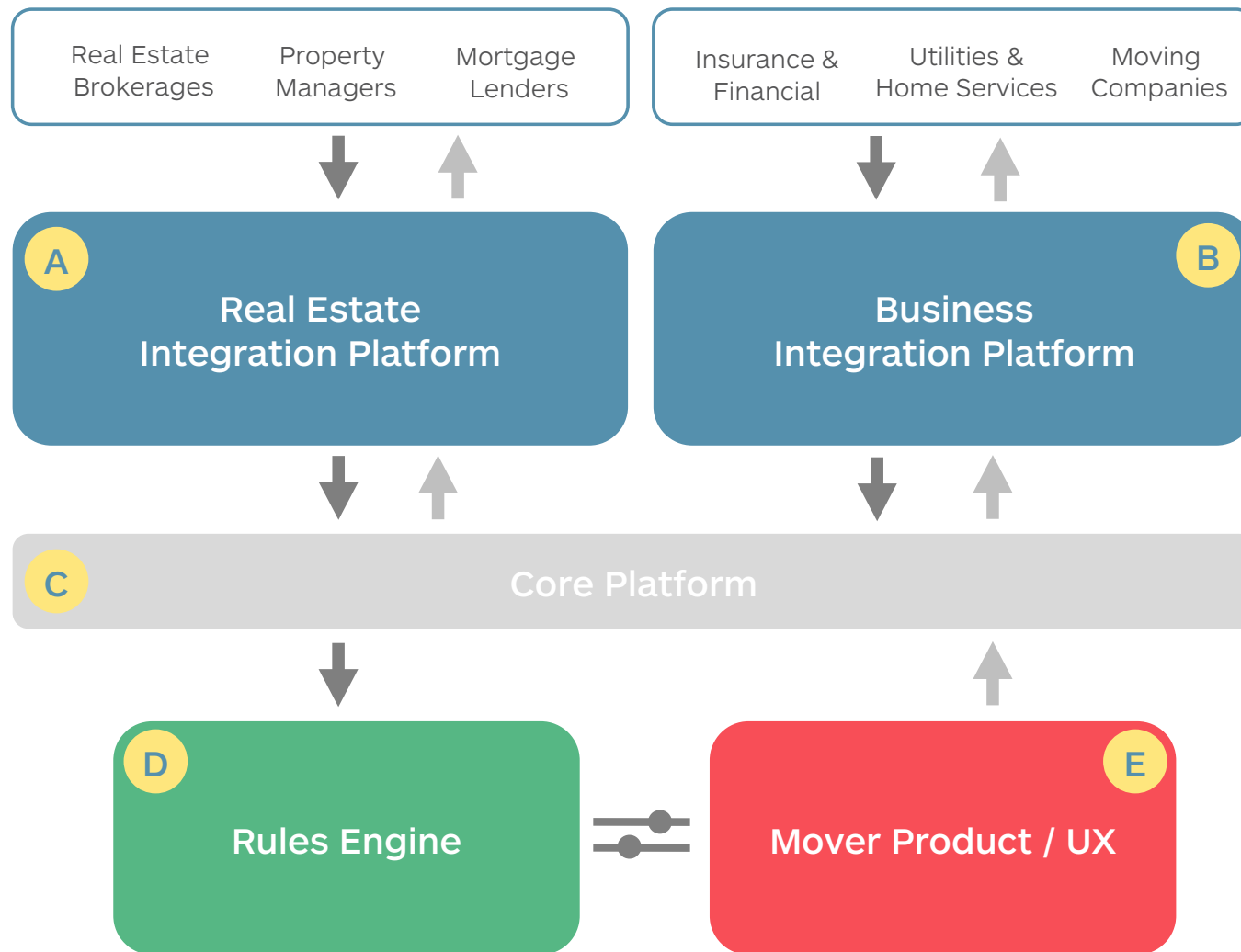
- ✓ Create a Phenomenal UX
 - Personalised content
 - Advanced functionality
- ✓ Satisfy all User Personas
- ✓ Build Trust with All Users
- ✓ Enable Scalable Revenue



Potential for Strong Network Effects

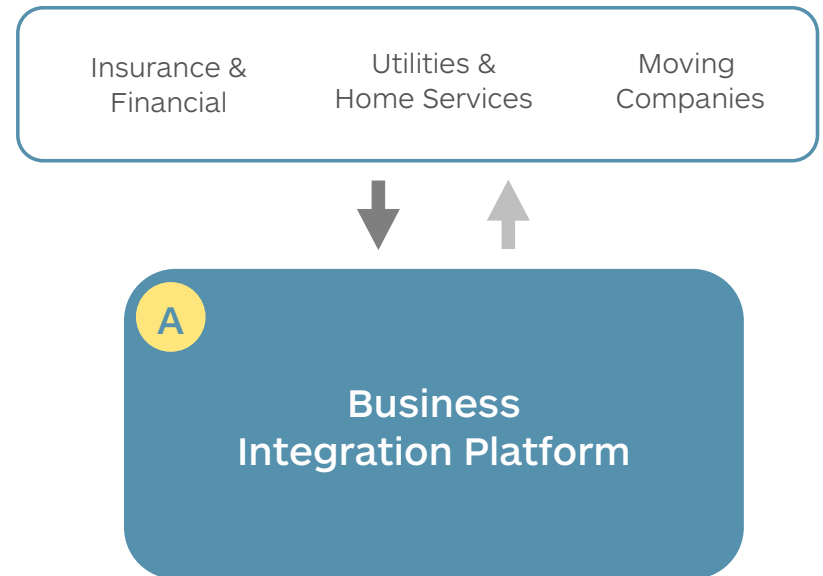


The Updater Platform



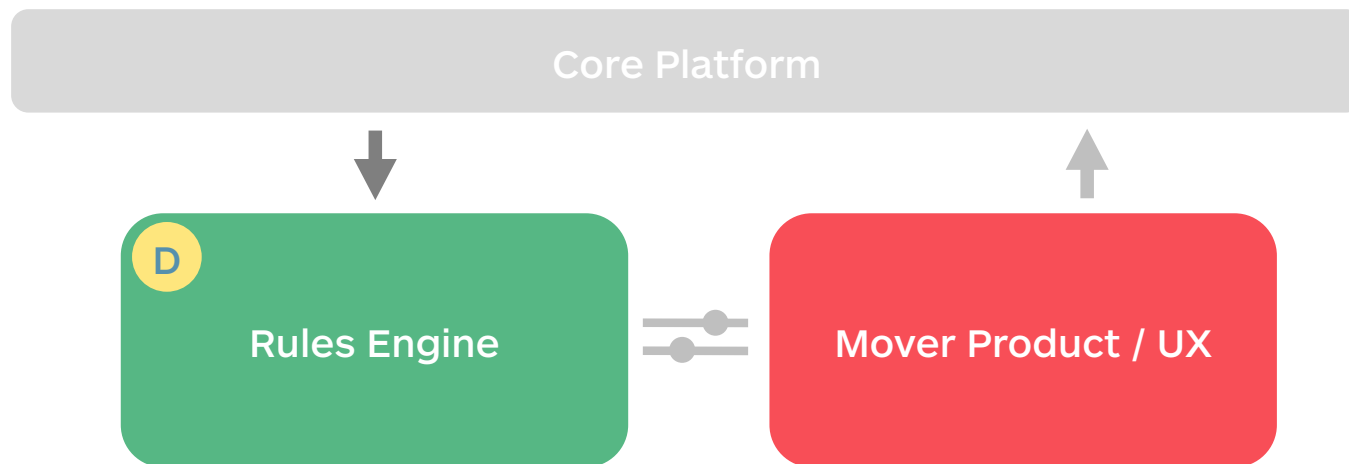
The Business Integration Platform

- Sharing Service Information
 - Boundaries
 - Pricing
 - Discounts
 - Product information
- Sharing Customer Information
 - Matching customer & prospect lists
 - Historical sales
- Sharing Implementation Information
 - Delivery
 - Installation
- Receiving Orders
 - Purchases
 - Booked appointments
- Receiving Insights
 - Ratings
 - Performance



The Rules Engine

- Service Information from Approved Programs
- Customer Information from Approved Programs
- User Efficiency
- Ratings
- Artificial Intelligence



2018 Key Metrics

Number of 'Live' Verticals

- Currently selling Business Products in two verticals: Full-Service Moving & Insurance

2018 Goal: Actively Selling in 5 Verticals

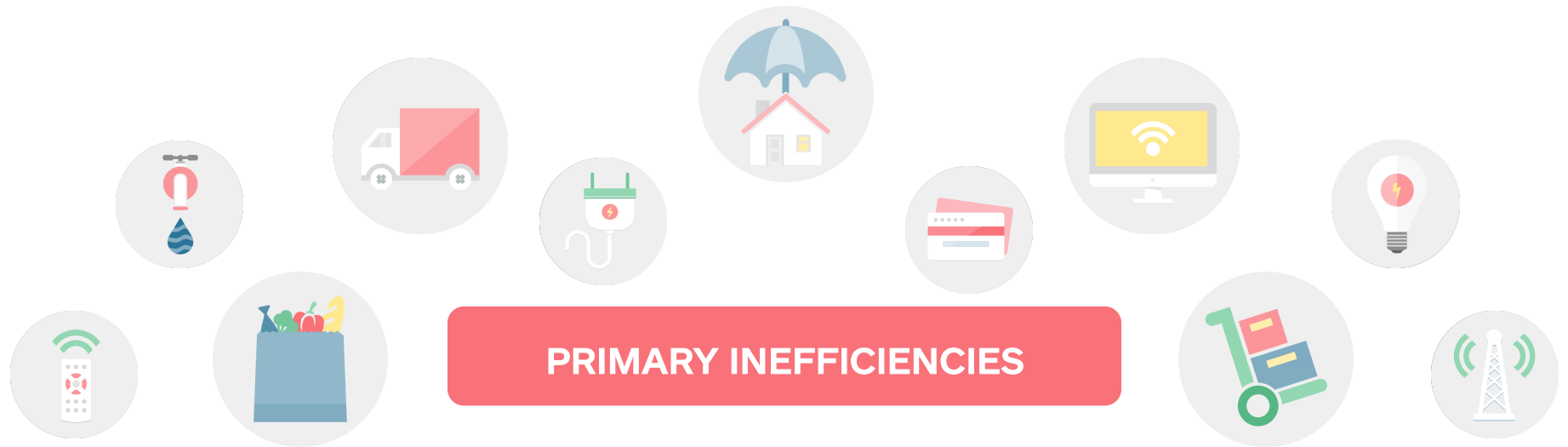
Number of Paid Programs

- The number of Paid Programs that run on the Updater platform

2018 Full-Service Moving Goal: 150 Paid Programs

2018 Insurance Goal: 15 Paid Programs

Key Verticals for Business Products



- 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
- Moving Companies (Full-Service)
- Truck Rental (DIY Moving)
- Local Services (Dry Cleaners, etc.)
- Pharmacy
- Wireless

Summary

- If Updater is actively selling Business Products in 5 verticals in 2018 and achieves its vertical-specific goals, then it will deliver strong quarter-over-quarter revenue growth throughout 2018.
- Revenue will increase over time as:
 - Estimated Market Penetration increases
 - The platform is optimised for Users and Business Products
 - The number of 'live' verticals and Paid Programs increases

THANK YOU

updater.