



ASX Announcement
16 December 2015

ANTONY CATALANO JOINS UPDATER BOARD OF DIRECTORS

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 the appointment of Antony Catalano, CEO of Domain Group, as a non-executive Director.

Mr. Catalano is an existing Updater shareholder and brings a wealth of experience in real estate media services and technology to the Updater Board.

“Updater has a first class executive team and one of the largest revenue opportunities of any technology business I have encountered,” commented Mr. Catalano. “I am delighted to serve as a Director of Updater and help the company scale its operations to continue gaining market share in the largest relocation market in the world.”

The Updater team will benefit from Mr. Catalano’s experience scaling technology businesses and his relocation industry expertise.

“Antony is one of Australia’s most accomplished and respected real estate and technology leaders,” said David Greenberg, Founder and CEO of Updater. “He has brought great products to market and achieved impressive revenue growth during his tenure at Domain, and our Board is excited to gain from his experiences.”

Mr. Catalano has been the CEO of Domain since November 2013. The value of Domain, Fairfax Media’s (ASX: FXJ) most significant asset, has grown well over one billion dollars under Mr. Catalano’s leadership. Mr. Catalano established Metro Media Publishing (MMP) in 2009, Victoria’s fastest-growing media business, which publishes a suite of glossy magazines that reach more than one million homes throughout Melbourne. Mr. Catalano also pioneered the highly-effective agent equity model, which underpinned MMP’s extraordinary success in digital and print publishing, and this model has been rolled out nationally by Domain Group.

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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.

Founded in 2010, Updater is headquartered in New York City, and prior to listing on the ASX, 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.