



ASX Announcement
22 February 2016

Updater Launches Full Integration with Real Estate Software Provider, BackAgent

Highlights:

- Updater launches integration and partnership with intranet and transaction management solutions company BackAgent
- The 150,000+ real estate professionals using BackAgent can now seamlessly share Updater with clients if their brokerage firm or team partners with Updater
- Following an invite-only beta testing period, 15 brokerage firms are already using the integration
- The successful integration is expected to positively impact the amount of moves processed through Updater's platform and, as a result, may increase Updater's Estimated Market Share towards the year end goal of 5%

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 an integration and partnership with BackAgent, a provider of intranet and transaction management solutions for real estate brokerages and teams.

"This was one of the most seamless integrations we've ever built," said Ryan Missman, Chief Technology Officer of BackAgent. "Thanks to the open architecture on both sides of the integration, we were able to quickly and efficiently bolster our platform, providing clients of both companies with world-class technology to improve their client experience."

Real estate brokerages and teams that use the BackAgent platform can now seamlessly offer their clients Updater to simplify the process of updating accounts and records, transferring utilities, forwarding mail and much more.

"Many shared clients requested this integration, so we're thrilled to deliver this partnership so quickly," said David Greenberg, Founder and CEO of Updater. "We continue to be excited by the demand in the market for Updater."

After an invite-only beta testing period, 15 shared clients are already live on the integration, including Weichert Realtors® Southern Coast, Brik Realty, Weichert Realtors® ABG, and Integra Realty.

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 BackAgent 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.