



ASX Announcement
21 March 2016

UPDATER LAUNCHES 30th CLIENT ON EWS INTEGRATION

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 after the successful launch of a technology integration and marketing partnership with EWS Group in September 2015, Updater has signed and launched its 30th moving company client on the integration.

EWS Group provides two powerful software platforms for the moving industry – MoversSuite and Vans. Moving companies that use EWS technology as their primary software system can seamlessly offer their customers a branded and customised version of Updater’s Mover Product to streamline the moving process.

“Using the combined resources of both platforms, moving companies across the country can truly focus on the customer experience and feel confident that their software allows them to do so,” said Allan Lamar, President of EWS Group.

Notable EWS clients to partner with Updater include American Relocation, Central Transportation Systems, Palmer Moving & Storage Co., and Fry-Wagner Moving & Storage.

“EWS Group is a top-tier technology provider in the industry; we have been very impressed by their dedication to helping their clients, and their support promoting our partnership to their clients,” said David Greenberg, Founder and CEO of Updater.

“We are thrilled that we have already on-boarded 30 moving companies via the new EWS integration in less than six months, and that number will only continue to grow.”

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.

Updater’s moving company clients on-boarded via the EWS integration collectively assist thousands of households relocate each year. Therefore, it is expected that the successful EWS integration will 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.