



ASX Announcement  
11 May 2016

## **UPDATER RECOGNISED AS INDUSTRY LEADER IN US RELOCATION**

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 summarise recent achievements and milestones with Shareholders.

Updater's traction during 2015 and Q1 2016 has resulted in increased recognition of the Company as an emerging industry leader in relocation technology. Some recent highlights are listed below.

- Updater partnered with the American Moving and Storage Association (AMSA) and Inman News to celebrate National Moving Month in May with a high-profile educational series. AMSA is the national trade association for the professional moving industry and Inman News is the leading news organisation for real estate professionals. Updater's role reflects the Company's reputation as an industry thought leader.
- Updater won a Silver Stevie® Award in the Most Innovative Tech Company of the Year category for the 2016 American Business Awards. The American Business Awards are the nation's premier business awards program, and more than 3,400 nominations from organisations of all sizes and in virtually every industry were submitted for consideration across various categories.
- Updater's Executive Director of Multifamily, Ash Bell, was selected to speak on a panel at the Apartment Internet Marketing Conference (AIM) in California with three other multifamily influencers. AIM is the premier multifamily technology conference and the panel covered a host of key industry trends and topics.
- Updater's Executive Director of Moving and Storage, Michael Clarner, was selected to speak at the New York State Movers & Warehouseman's Association Annual Spring Conference. Mike shared strategies for moving companies (removalists) to differentiate themselves with new technology.
- As compared to this time last quarter, Updater has seen an 18% increase in demo requests and a 26% increase in web traffic on pages aimed at prospective real estate company partners.

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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](http://www.updater.com).