



ASX Announcement
8 June 2017

UPDATER AND AT&T AGREE TO PILOT PROGRAM

Updater Inc. (“Updater”), the US technology company improving the moving process for the 17 million US households moving each year, is pleased to announce that it has agreed to run a pilot program with AT&T Inc. (NYSE:T) (“AT&T”). AT&T helps millions of consumers connect with leading entertainment, business, mobile and high speed Internet services.

David Greenberg, Founder and CEO of Updater, commented: “We’re excited to improve the relocation experience for AT&T customers and prove the value of our platform for American telecommunication companies.”

Key terms of Pilot

The Pilot will last for nine months and is structured to test various communication strategies with consumers who are moving. The primary goals of the Pilot are to improve the experience for relocating consumers and prove the value of Updater’s platform for AT&T and other businesses in the telecommunications industry.

Updater and AT&T will begin initial work on a technology integration in June 2017.

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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 penetration 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.