



14 November 2018

SHAREHOLDER UPDATE

Recent Highlights:

- Updater successfully completed both its delisting from the ASX and the off-market buy-back resulting in the Company purchasing 82,971 Shares (equivalent to 2,074,275 CDIs), at AU\$1.25 per CDI, for an aggregate value of A\$2,592,843.75
- Management confirms that, based on Q3 and Q4 performance to date, Updater is in a strong position to achieve its CY2018 Total Revenue forecast of US\$19m to US\$23m
- Updater has initiated an 'acceleration plan' fundraising process following the Company's delisting from ASX on 10 October 2018, and has negotiated terms with an advisory firm that will provide guidance and advice on the investment process
- National market share has grown materially in recent months and is approaching 25% of US household moves
- Updater's User conversion funnel has continued to strengthen throughout 2018; in Q3, the Company hired its first Head of User Engagement, with a number of key initiatives now underway that are expected to increase User conversion rate to 50% in 2019
- Updater's Insurance Division recently launched (on schedule) a new Insurance Step within the Mover Product for Users in 15 states, with strong early engagement numbers
- Updater has negotiated deals with large national brands (such as big box retailers) to utilize Updater's new 'Promotions API' to intelligently distribute exclusive new-mover deals to Movers earlier in the move lifecycle, online, and in a more personalized format
- Further, Eligibility Rates across key integrated features continued to increase throughout Q3 and the Purchase Rate for Updater's integrated PayTV/Internet feature is nearing 10%

Updater Inc. ("Updater" or the "Company"), the US leader in ReloTech™, improving the moving process for millions of US households each year, is pleased to provide shareholders with an update on recent activities.

Delisting successfully completed

On 10 October 2018, the Company successfully delisted from the ASX and became a privately held company. Computershare remains the Company's official share registry and transfer agent. Each shareholder of record should have received an official holding statement for their shares of Common Stock.

The Company strongly encourages all shareholders to create an account at <https://www-us.computershare.com/investor> to ensure that the Company can communicate electronically with shareholders. In the interim, the Company will mail all material updates (if email address is not available for a shareholder), and the Company will continue posting all material updates at www.updater.com/investors through the end of 2018.

Off-market buy-back successfully completed

The Company has successfully completed the off-market buy-back of securities initially announced on 15 August 2018 and approved by shareholders at a Special Meeting on 7 September 2018 (the “Buy-Back”).

The Company purchased all securities tendered into the Buy-Back from eligible security holders, up to 10,000 CDIs per each security holder (equivalent to up to 400 shares of Common Stock). No scale back was implemented. Under the Buy-Back, the Company purchased 82,971 shares of Common Stock (equivalent to 2,074,275 CDIs), representing 0.38% of the Company’s issued share capital, at AU\$1.25 per CDI, for an aggregate value of A\$2,592,843.75.

The Company is not actively buying-back shares from other security holders at this time. However, the Company plans to provide one or more additional liquidity events upon the conclusion of a successful large-scale capital raising.

The Company initiated payments for securities purchased pursuant to the Buy-Back on 23 October 2018. All remaining CDIs not purchased under the Buy-Back were transferred to shares of Common Stock at a 25:1 ratio on 23 October 2018.

Shareholders should note that, as designated in their holding statements, all Common Stock is restricted under the Securities Act of 1933, and certain US securities laws conditions must be met for any future transfers and/or removing restrictive legends. Transfers of stock are only valid if both transferor and transferee comply with all applicable requirements and such transfer is reflected in Computershare’s official share register.

Capital Structure

Upon completion of the Buy Back, payments for fractional entitlements, and a recent exercise of certain outstanding Warrants, the Company’s capital structure as of 14 November 2018 is set forth below.

Category	Common Stock
Shares	21,956,570
Options	4,923,855
Warrants	22,000

Note: CDIs representing Common Stock no longer exist, all remaining CDIs (after the Buy Back and fractional entitlement payments) have been transferred to shares of Common Stock. The Company's Common Stock is held of record by less than 2,000 persons, and less than 500 of whom are not accredited investors.

Strong Financial Position

Management is pleased to confirm that based on Q3 and Q4 performance to date, Updater is in a strong position to achieve its previously announced 2018 Year End 'Total Revenue' forecast of US\$19m to US\$23m. Further, Management remains confident that the Company has adequate cash reserves to achieve its near-term objectives and operate for an extended period of time. As such, the Company will not fundraise for its proposed 'acceleration plan' under any financial pressure.

Fundraising Process Initiated

Following the Company's delisting from ASX on 10 October 2018, the Company has initiated a comprehensive fundraising process. The Company successfully negotiated terms with an advisory firm that will provide guidance and advice on the investment process.

The Company continues to attract significant interest from numerous major international financial investors and strategic parties which have expressed strong interest in purchasing stock directly from Updater. Management remains optimistic that private investors will seek to fund an acceleration plan on favorable terms for shareholders.

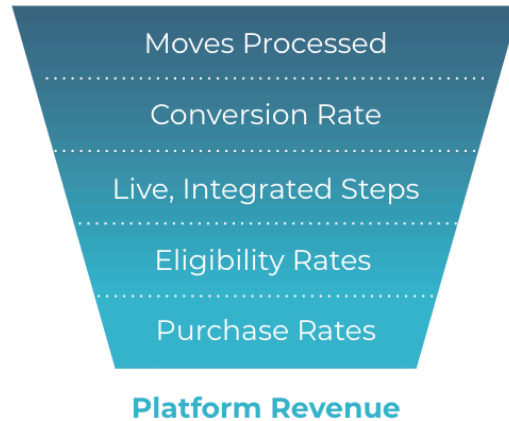
While details of the fundraising process will remain confidential, shareholders can expect to receive updates on material developments via future communications, as well as information about a shareholder vote if a proposed investment round would require an amendment to the Company's Certificate of Incorporation.

Initiatives to Drive Increased Marketing Platform Revenue

In connection with the Company's current goal of maximizing valuation in the US private markets, Management has focused significant Company resources on driving rapid increases in the total number of purchases completed *within* the Updater experience. Such User engagement efforts directly contribute to the Company's platform revenue, the most scalable and 'highest multiple' revenue.

Updater is focused on driving improvements across each of the key metrics that will increase the Company's 'platform revenue run rate'. Certain initiatives and achievements are highlighted below.

Optimizing each key metric drives revenue



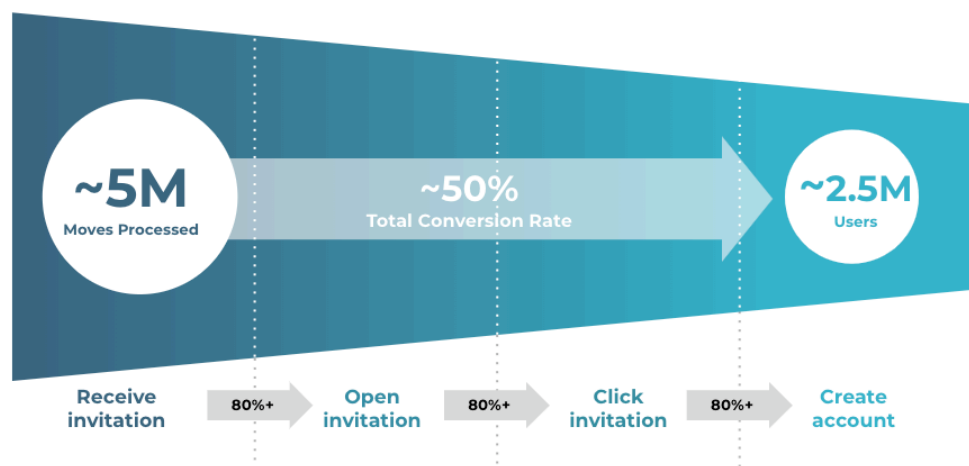
Moves Processed

Updater has continued to increase its national market penetration of Moves Processed as a result of new strategic initiatives, with market penetration growing significantly in recent months and now approaching 25% of US household moves. Importantly, the Company has built new integrations with multiple transaction management systems in the Real Estate Brokerage channel, materially expanding Updater's addressable market in this key channel.

Conversion Rate

Updater's User conversion funnel has continued to strengthen throughout 2018. In Q3, the Company hired its first Head of User Engagement, who has worked with the data team to deploy numerous conversion tests and uncover key trends and insights. Further, the Company's marketing and product teams are developing new invite methodologies, such as automated text message (SMS) invites, and 'experiential invites' that are mailed to relocating consumers as they prepare for their move and serve as a physical extension of the Updater platform. Management is increasingly confident that Updater's User conversion rate will surpass 50% in 2019.

Updater's 2019 user conversion run-rate goals



Live, Integrated Steps

The Company is pleased to report that it recently launched its new Insurance Step within the Mover Product (developed by its Insurance Division) for Users in 15 states. Initially, the step will be powered by third-party insurance brokers who will distribute insurance products on Updater's behalf. Such broker partners will pay Updater fees associated with leveraging the Updater platform. Management is very pleased with early engagement data.

The Company is pleased to report that it is now offering its 'Promotions API' to large national brands (such as big box retailers). The API, which was initially built to power Local Services communications within the Mover Product, can also be leveraged by national brands to distribute exclusive new-mover deals to Movers earlier in the move lifecycle, online, and in a more personalized format.

Integrated features



Eligibility Rate

The Company is pleased to report that the Eligibility Rate for its key PayTV/Internet feature continued to increase throughout Q3, as the Company's largest property management partners deployed the new high-converting feature.

Upon launching the new Insurance Step in multiple high-volume states, approximately 30% of Users are already eligible.

Further, after launching with hundreds of additional local stores in November, nearly 20% of Users are eligible for exclusive Local promotions within the platform. Over 90% of Users are eligible for Updater's national deals available within the platform.

Purchase Rates

The integrated feature in the PayTV/Internet vertical (the first vertical in which Updater launched Paid Programs) has been live for approximately six (6) months, and the Purchase Rate has continued to increase to nearly 10% as a result of continued optimization.

Next Evolution of Growth

Management continues to refine plans to further accelerate growth and deploy Business Products in 10+ verticals within 2 years, scale towards 35% market penetration of household moves at a faster rate, and expand into additional move segments (such as student moves, military moves, certain international moves, etc.). As previously described, the Company intends to raise significant capital to deploy the proposed acceleration plan and Management looks forward to updating shareholders with material developments shortly.

Private Company Disclosures

Management is committed to providing shareholders with updates on key developments and progress as the Company re-enters an innovation phase (further developing its new marketing platform) and an acceleration phase (upon raising additional capital).

Thank you for your ongoing support and we look forward to providing additional material updates in the future.

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About Updater

Updater, the US leader in ReloTech™, makes moving easier for the millions of American households that relocate every year. With Updater, Users seamlessly update accounts and records, schedule TV/Internet, reserve a moving company, 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 to help their clients transition to their new home with a branded and personalised moving experience. With significant market penetration of all US household moves, Updater enables contextual and personalised communication between relocating consumers and the US businesses spending billions of dollars trying to reach them.

For more information, please visit www.updater.com

All capitalized terms not otherwise defined shall have the meaning set forth in previously filed ASX Announcements.