

23 November 2016

Urbanise.com Limited
2016 Annual General Meeting
Chief Executive Officer and Chief Operating Officer Addresses

Please find attached the Urbanise.com Limited Chief Executive Officer and Chief Operating Officer addresses which will be delivered at the Company's Annual General Meeting commencing at 11.00am (Sydney time) Wednesday 23 November 2016.

A copy of the presentation which accompanies these addresses is also appended.

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Urbanise AGM

Chief Executive Officer Address

Before I start, I would just like to say how pleased we are that Tony has joined Urbanise as Chairman. Tony's industry knowledge and experience will prove invaluable as we continue to execute the company's growth strategy.

We knew 18 months ago when we started our journey that we would be heading into uncharted territory.

And there is no question that we have faced a number of challenges over this journey. But we have also learnt a great deal.

From the outset, we have been clear in our Vision.

And our Strategy was always to target Tier 1 service providers and property managers.

This consistent approach is now starting to deliver results. Let me explain how, and what this means for the Company.

At Urbanise, we think of our technology in two parts:

- The IoT & Services Platform: these are the building blocks around which solutions are created, and
- The Property Industry Cloud: this is the application of those building blocks into a product suite to service the property industry vertical.

In taking our technology to market, we now use two distinct channels:

- A direct channel for the Property Industry Cloud into the residential vertical, and
- A partner-led channel for our IoT & Services Platform - which includes devices – into broader industry verticals.

For each channel, we have a model that involves entering with a 'beach head' that provides immediate value, then creating further value as we leverage a customer's value chain.

Here is our generic Value Pyramid model.

We have three versions of this. The Residential Property Value Pyramid - the entry point for this is strata. The Commercial Value Pyramid - the beach head for this is our asset management software. And we have the Distributed Asset Value Pyramid which is device led.

To run through a specific example of how this works, here is the residential value pyramid for the PICA Group. PICA is Australia's largest residential property management company with 200,000 units in 11,000 buildings under management today. There are 600,000 residents living in PICA managed properties.

PICA has procured strata management technology from Urbanise, on a 10-year contract basis, to manage their current and future portfolio. This equates to around \$8 per unit under management. That is the peak of the pyramid.

We have then added asset and work management at an agreed rate per job. PICA currently manages 500,000 jobs per year. Then add invoice processing. PICA currently sends out 900,000 invoices per year. This means that Urbanise could realise additional annual recurring revenue of between \$500,000 and \$1 million per annum. And this excludes any growth in PICA's business or expansion of their bureau service offering.

We are also exploring opportunities to add utility billing and monitoring to the PICA stack.

This is a real example of how landing a customer through the beach head can add meaningful long-term recurring revenue.

I would now like to provide an update on our Partner Program.

As mentioned earlier, we have adopted a partner-led approach to marketing our IoT & Services Platform.

Partners offer:

- Skills in solution consulting and systems integration
- Experience in enterprise transformation projects
- Expert consulting teams
- Existing solutions sales teams, and are
- Ready to deliver transformational technology.

The Partner Program is currently being rolled out with both technology consulting and device distribution partners - and we are making good progress.

Urbanise Partners will be trained to provide turnkey implementations of our technology to commercial and residential property verticals – along with other industries in which those partners are already active.

This approach allows us to scale more easily internationally, without adding direct sales overhead.

I would now like to invite our Chief Operating Officer Mike Waymark to report on the Company's Financial Performance, Sales and Operations.

- END -

Urbanise AGM

Chief Operating Officer Address

My name is Michael Waymark, and I am the Chief Operating Officer at Urbanise. I joined the company a little over six (6) months ago, and during that time we have been working hard to make the organisation more robust across the entire range of corporate functions. Today I'd like to provide you with an update across the sales and operations.

But first I'd like to revisit the FY16 financial results and focus on a few points.

The overall performance was well below expectations both at a Revenue and EBITDA level. However, there are some key indicators that should be highlighted as they show positive progress compared with prior years.

Firstly, the revenue backlog of \$4.6M represents the revenue that the company will deliver this year without any further contract wins. Often known as Annual Recurring Revenue, we see this as an important indicator of the company's strength. This figure has doubled over FY15, and once the PICA and King Price Contracts are fully operating would increase to \$8M.

The cash collections in FY16 were much stronger than the prior year. We now have robust cash management practices in place and have reduced our overhead cost base by over \$4M so that we can focus our resources on the important R&D activities.

I'd like to talk a little about our sales pipeline which continues to grow strongly. Today we have over \$20M of identified opportunities in the pipeline over the next 18 months.

These opportunities are in various stages of development – some have final proposals under consideration whilst others are qualified leads.

The sales cycle is generally 9-12 months from the identification and qualification of the lead, until the signing of the contract.

When it comes to our Internet of Things or IoT devices, we have found that all customers in all jurisdictions insist on a trial of the devices before they commit to a rollout.

As you will note from the slide, we have undertaken many successful trials of the IoT devices across broad customer segments, including 5 star hotels, airports, data centres, retail, restaurants and banking. In each case the customers have been impressed with the outcomes and the business cases that we have developed for a future rollout.

Timing wise, we are still some months away from converting these trials to roll-outs. Remember the sales cycle is 9-12 months and we really only solved our logistics issues in April this year. With these factors in mind my expectation is that the rollouts will commence in Q3 of this year.

Organic growth of our Strata platform continues to be solid. We reported a 24% growth from FY15 to FY16 and already this year our billable residential units have grown by 12%. We also have over 309,000 units which are contracted and are not yet migrated across to the platform.

The PICA Contract accounts for 200,000 of these and the growth we are seeing in addition to this is in both Australia and South Africa.

This growth is also contributing to our Annual Recurring Revenue figure.

The Urbanise Services platform has made some important advancements in functionality over the last six months and the opportunity pipeline is growing at a faster rate as a consequence.

The inclusion of the parts and inventory functionality means that service organisations can now track inventory holdings and bill for parts at the conclusion of a work order.

The Field force function, where work orders are seamlessly dispatched to a field technician in real time, is superior to all of our competitor's functionality in this space.

Opportunities for the platform are opening up in the fast growing Aged Care sector in Australia and we currently have three Aged Care providers considering trials of the Service Platform as a solution to delivering services to people in independent living

We are very pleased to have signed the Final Commercial Agreement with the Prudential Investment Company of Australia.

As you will have noted from our ASX release, the scope of the agreement has been increased to include a "fee per transaction" for work orders and invoicing.

We now estimate the total Contract Value to be worth between \$21M and \$26M over the ten (10) year period.

It is important to emphasise that the increase to the Contract value has been due to revenue-sharing opportunities, an important element of our partnership.

Urbanise has a dedicated project team on site at PICA and we are working closely with the PICA team to ensure this is a successful outcome for both parties.

This truly is a partnership, with PICA planning to invest in Urbanise through the acquisition of securities in the company and the parties are looking at other revenue sources such as a bureau service for the broader Strata industry.

The King Price Contract in South Africa is proceeding extremely well.

Under this Contract we will earn a minimum USD 1M per annum for each of the 5 years of the Contract.

In addition, as part of the profit sharing arrangement Urbanise will receive a percentage of the gross written premiums from each King Price insurance policy sold through the Urbanise platform, based on market share achieved and overall claims ratios.

Phase 1 being the Strata Insurance is completed and we are targeting 500 policies to be in place by December 2016.

The next phase is to launch the 10 Year Maintenance Insurance in the Platform.

If we are successful with this profit sharing arrangement, we could double the size of the King Price revenue over the five-year period.

Our key message at the full year was that Urbanise have laid the solid foundations for growth.

An important part of this work has been to make the organisation more robust across all of the Corporate functions. This has been necessary due to the rapid geographic growth of the business which has tested the organisation's ability to respond in a co-ordinated way.

As we announced previously, our Finance team has been consolidated in Melbourne and we have now appointed a Commercial Manager to work closely with the Finance Team to administer all of the commercial terms and conditions of our existing and new client contracts.

We are now embarking on a project to update our disparate finance platforms to one modern web-based system which we aim to have in place by June 30th next year.

Also from a Governance perspective, we have updated our risk management process to now be in accordance with the ISO standards and have a far more rigorous approach to managing risk and entering into new client contracts.

To ensure that we track, report and forecast our sales pipeline, we have now implemented Salesforce.com as our CRM tool. We chose Salesforce.com as it has excellent functionality for our partners in use and will allow us full visibility over all IOT and Services opportunities that our partners are pursuing.

Our Global Warehouse for our IoT devices is also now located in Melbourne, where we hold inventory for both product frequency types. Our logistics are co-ordinated through the warehouse, and we currently ship from our manufacturing base direct into Melbourne for further distribution.

We also undertake detailed QA checks and sample testing before we dispatch any goods to our end clients.

And finally our Global 'Customer Success Centre' is up and running in Dubai. This is where we will support, train and on-board all of our partners from all over the world. We chose Dubai, not only due to its location which offers good time zone coverage, but we also have a core group of Engineers who are very experienced implementing our platforms in the Middle East and can bring this expertise to our broader partner network.

- END -

A nighttime photograph of a city skyline with several tall skyscrapers. The windows of the buildings are lit up, and there are long, horizontal light trails from cars in the foreground, suggesting a long-exposure shot. The sky is dark blue.

Annual General Meeting 23 November 2016



Forward Looking Statements

This presentation is given on behalf of Urbanise.com Limited.

Information in this presentation is for general information purposes only, and is not an offer or invitation for subscription, purchase, or recommendation of securities in Urbanise.com Limited. Certain statements in this document regarding the Company's financial position, business strategy and objectives, may contain forward-looking statements (rather than being based on historical or current facts).

Any forward-looking statements are based on the current beliefs of the Company's management as well as assumptions made by, and information currently available to, the Company's management. Forward-looking statements are inherently uncertain and must be read accordingly. There can be no assurance that some or all of the underlying assumptions will prove to be valid.

All data presented in this document reflects the current views of the Company with respect to future events. Forward-looking statements are subject to risks, uncertainties and assumptions relating to the operations, results of operations, growth strategy and liquidity of the Company. To the maximum extent permitted by law, the Company, its officers, employees and agents:

- do not assume any obligation to release any updates or revisions to the information (including any forward looking statements) in this presentation to reflect any change to expectations or assumptions; and disclaim all responsibility and liability for any loss arising from reliance on this presentation or its content.



Strategy

Focussed on two Channels to Market



As an integrated product to the Strata industry



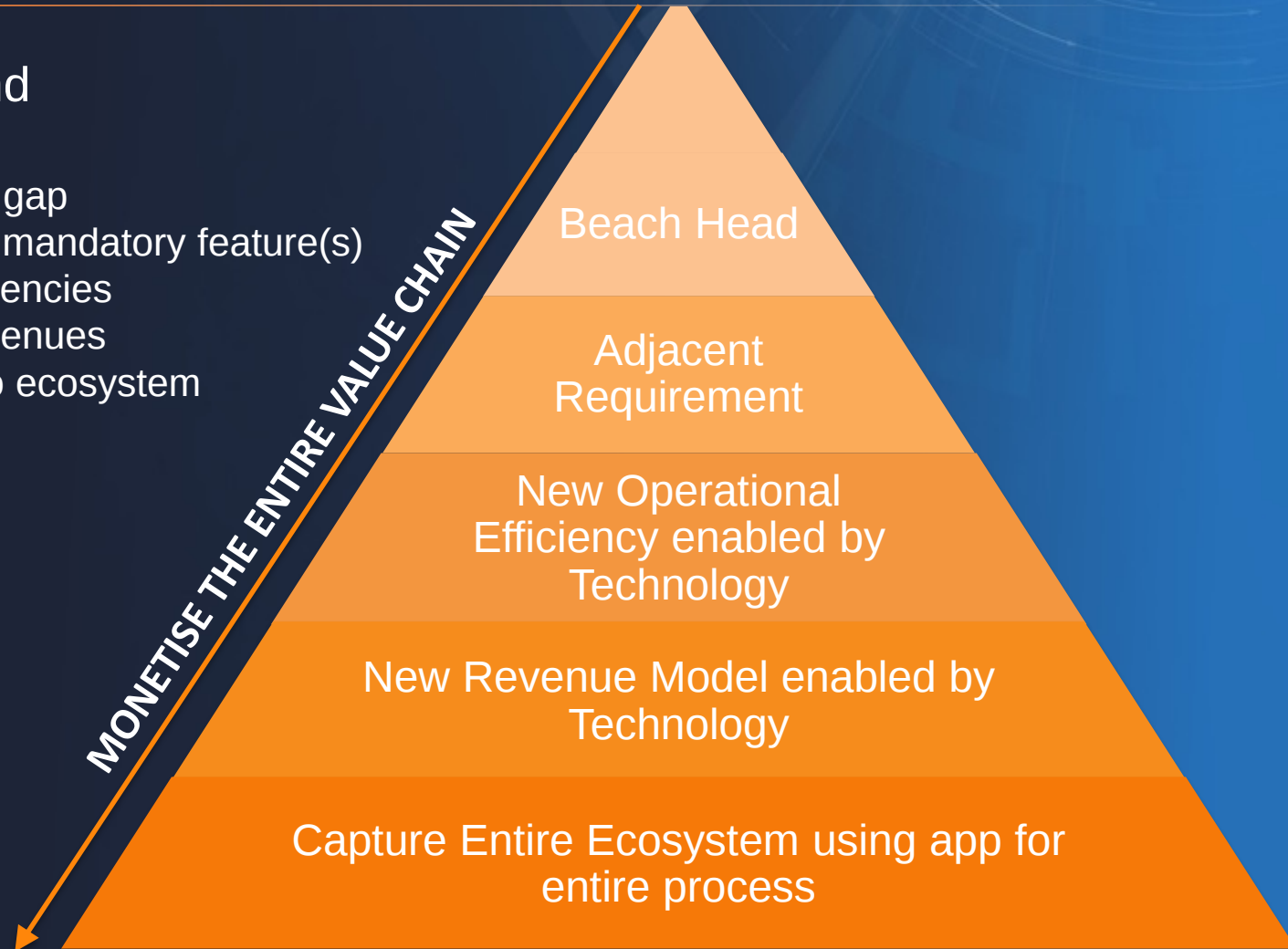
As a platform delivered as a turnkey solution through a partner network to facilities management and corporate customers

In both channels we target Tier 1 customers

Urbanise Value Chain

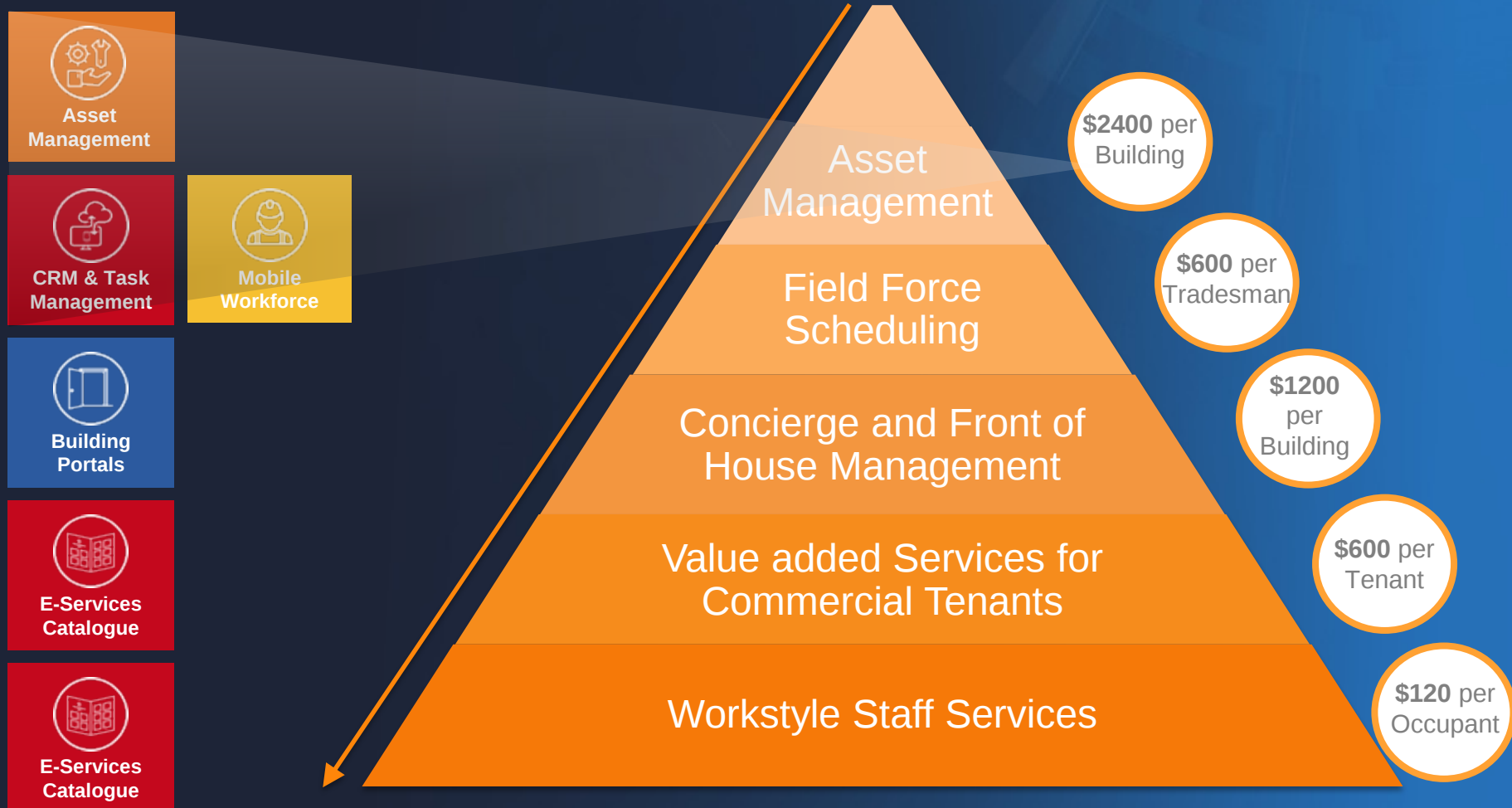
Land and Expand

1. Identify market gap
2. Connect it with mandatory feature(s)
3. Bring new efficiencies
4. Create new revenues
5. Provide tools to ecosystem



Residential Property Value Pyramid





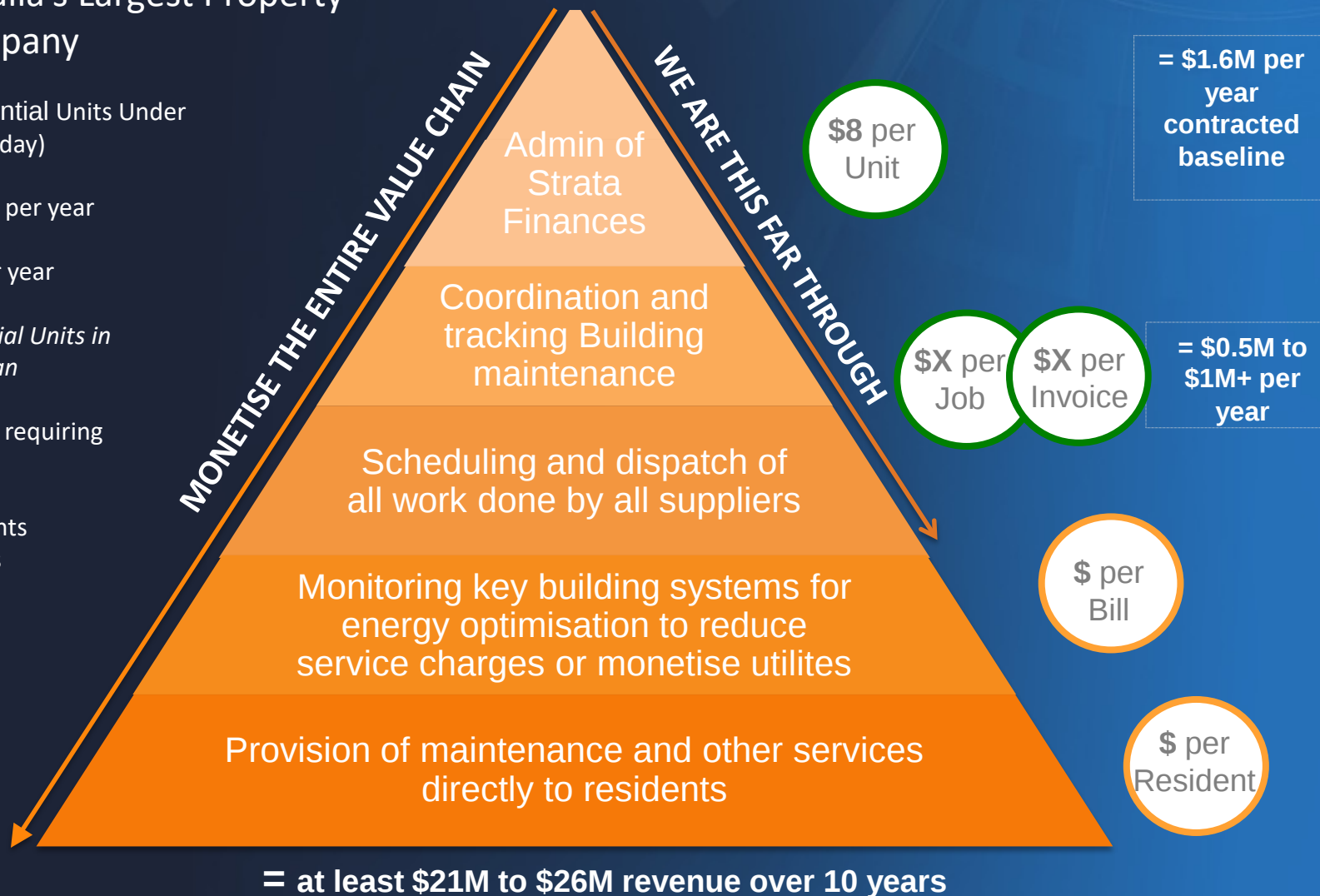
Distributed Asset Value Pyramid



Example Customer (AUS)

PICA is Australia's Largest Property Services Company

- **200,000** Residential Units Under Management (today)
- **900,000** Invoices per year
- **500,000** Jobs per year
- **200,000** Residential Units in 3 Year Growth Plan
- **11,000** Buildings requiring Maintenance
- **600,000** Occupants requiring services
- **10 Year** contract with Urbanise



Urbanise Partner Program



Our Partner Program enables our ability to scale beyond direct sales into new channels and is our principle way of taking our IoT and Service Platform to market.





Financial Performance, Sales and Operations

FY16 Overview

- Revenue down 3% to \$9.8M.
- Cash receipts from customers \$7.3M.
- Revenue backlog (FY17) \$4.6M.
- EBITDA loss \$10.9M. Proforma EBITDA loss \$8.7M.
- Net loss after tax of \$9.3M.
- Strong balance sheet.
- Net assets of \$49.5M. Current assets to current liabilities at 30 June 2016 was 4.66 times - up from 3.62 times at 30 June 2015.
- Net cash position of \$7.8M at 30 June 2016, with no external debt or borrowings.
- Strong pipeline of customer opportunities.



HOTELS



RETAIL



DATACENTER



IoT Solving
Real World
Problems

AVIATION



HOSPITALITY

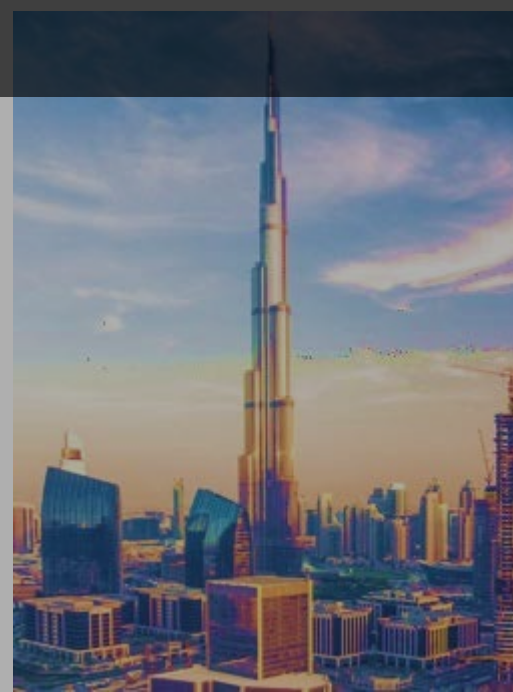


BANKING

Continued Strata Growth



	Today	FY16	FY15
Residential Units Billable	220,135	196,478	158,029
Residential Units Contracted and Under Rollout Program	309,257	270,000	



PICA Update

- Commercial Agreement for 10 year partnership signed.
- Negotiations improved Urbanise's financial position across a number of areas.
- Estimated contract value has increased to A\$21M to \$A26M over 10 years.
- Additional revenue streams since term sheet – a “per job” transaction fee and “per invoice” fee.
- Dedicated project team in place.
- First branch to be migrated in January 2015.
- All 200,000 units fully migrated around Q3 to Q4 2018.



Australia

With over **200,000** residential units currently under management, PICA is Australia's largest Property Services Company.

King Price Update

- 5-year exclusive partnership for Strata Title and Insurance in South Africa signed in June 2016.
- Partnership will define multiple Insure-tech products and promote market them via Strata Managers to Trustees, Owners and Tenants.
- Commercial Agreement locks in growth targets of Strata Units under management from 70,000 up to 320,000.
- Initial contract value over 5 years US\$10M.
- Entire Property Insurance Options (other than underwriting) runs on Urbanise Platform.
- Additional revenue opportunities from share of Insurance Premiums sold (depending on performance).
- Phase 1 - Strata Insurance completed September 2016 - target 500 policies by 31 December 2016.
- Phase 2 – 10 year Maintenance Insurance scheduled for launch January 2017.



South Africa

King Price is one of South Africa's fastest growing Insurance Co's
Targeting over **300,000** Residential Units to be insured by 2020

Foundations for Growth





**NOW EVERY BUILDING
CAN BE SMART**