

APPOINTMENT OF CEO AND CFO

Chief Executive Officer (CEO)

Urbanise.com Limited (Urbanise) (ASX:UBN) today announced that highly respected property industry leader, Henry Arundel, has been appointed the Company's new Chief Executive Officer. Upon commencement which is expected mid-August, Henry will also join the Board of Directors.

Reflective of our growing customer base and opportunities pipeline in Australasia, Henry will remain based in Sydney and will oversee Urbanise's global operations and strategic growth plans.

Urbanise Chairman, Tony Scotton, said "With significant technology, industry experience and connections, Henry is ideally suited to lead Urbanise as we move from a start-up culture to a focus on major strategic developments along with delivering strong operational results. Henry will bring fresh insight and a proven track record of achievement for shareholders from a career that spans both international and domestic property markets".

Prior to his current role as Executive Manager of Facilities Management for Ventia Pty Limited, Henry was the Asia Pacific CEO for UGL Services/DTZ, an organisation he led for 4 years prior to its acquisition by Cushman & Wakefield.

Henry joined DTZ as Chief Executive Australia and New Zealand in October 2011. Henry was appointed Chief Executive Asia Pacific in July 2012 and was responsible for the overall management of all aspects of DTZ's combined property business across this region. At DTZ, Henry managed the business across 11 countries, 5,500 employees and has an excellent foundation in prop-tech having successfully led a zero fault \$35M ERP upgrade, developed a class leading BI Analytics platform, sensor based workplace efficiency tools and a VR platform.

Prior to joining DTZ, Henry served as the Regional Executive and General Manager for Johnson Controls (JCI) where he oversaw their Australia and New Zealand operations, as well as leading their transaction advisory business in Asia Pacific. His professional experience spans the corporate real estate world as well as the engineering and design consultancy world. He has particular strength in company formation and growth, recruitment, management and business development.

Henry previously held senior positions with CB Richard Ellis as their head of Project Management for Asia Pacific, Trammell Crow Company as the overall head of Asia Pacific and CMI as a Director based in Hong Kong.

Henry graduated with honours from the University of Brighton, England with a Bachelor of Science degree in Engineering and Management.

Urbanise Chairman, Tony Scotton, welcomed Henry and said "Henry has over 30 years of experience in leading and growing organisations in the property management and related facilities services sectors and has extensive knowledge of the property technology landscape. He has a successful track record in building scalable sales organisations and establishing valuable long term partnerships driving shareholder value. The Board of Directors is looking forward to having Henry lead the organisation".

A summary of the material terms of Henry's contract are attached.

Chief Financial Officer (CFO)

Urbanise is also pleased to announce that Vivienne Selzer has been appointed as Chief Financial Officer with immediate effect.

Emer Reynolds, who has been acting in the CFO role will continue with the Company as Financial Controller in the near term to ensure a smooth transition, prior to re-locating back to Ireland. The Board would like to thank Emer for her hard work, effective financial leadership and dedication during her tenure as Urbanise's CFO.

Regarding the appointment of Vivienne Selzer Urbanise's Chairman, Tony Scotton said.

"Vivienne is an entrepreneurial, hands-on, innovative and results driven, commercially astute finance executive with more than 15 years' experience in senior finance rolls in large and complex matrix businesses. He has a proven ability to deliver positive strategies and outcomes in business growth, profitability and operational performance.

Vivienne is strategic, resourceful and a commercially astute leader with broad based experience in finance, accounting, management, governance, risk, safety, systems, M&A, planning, business integration, shared services, procurement, facilities management, leasing, contracting, process change and process improvement and is an experienced CFO and commercial manager".

About Urbanise

Urbanise is the creator of a cloud-based platform for delivering building services and managing property related financial transactions. Designed for strata managers, service providers, and asset owners, the Urbanise Industry Cloud software-as-a-service platform is transforming the traditional engineering approach to building operations – improving customer service, removing operational costs and enabling new revenue streams. Urbanise technology is used in some of the tallest towers and most prestigious communities around the globe. www.urbanise.com

For more information, contact:

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Summary of the Key Terms of the Executive Service Agreement between Urbanise.com Limited and Mr Henry Arundel

1. Commencement Date

URBANISE will employ Mr Henry Arundel in the position of Chief Executive Officer. He will be appointed to the board of directors of URBANISE and other URBANISE Group companies.

Mr Henry Arundel's employment will commence upon the completion of his notice period with his current employer, which shall be no later than 6 months.

2. Term

Mr Henry Arundel will be appointed for an ongoing term subject to termination by either party (see section 4 below).

3. Remuneration

(a)

Fixed Remuneration

Mr Henry Arundel will be entitled to a salary of \$480,000 (inclusive of superannuation) per annum. This will be subject to annual review.

(b)

Short-Term Incentive

Mr Henry Arundel will participate in the URBANISE senior executive bonus plan and will be entitled to a maximum potential short-term incentive of 50% of base salary. The actual bonus amount he will receive annually is subject to achievement of corporate, financial and personal performance objectives set by the Board. URBANISE may defer payment of up to 50% of the short-term incentive for two years.

Mr Henry Arundel will forfeit any deferred short-term incentive if his employment is terminated by his resignation, due to his misconduct or poor performance or where adverse outcomes have arisen during the deferral period that reduce the original assessment of the performance generating the deferred allocation.

If URBANISE or Mr Henry Arundel terminates Mr Henry Arundel's employment on notice, URBANISE has a discretion whether to make a payment to Mr Henry Arundel for short-term incentive in the year when termination occurs.

(c)

Long-Term Incentive

Subject to any approval URBANISE considers necessary or appropriate, Mr Henry Arundel will be entitled to participate in the URBANISE executive share-based long-term incentive scheme in accordance with the rules of the scheme and any applicable URBANISE policy. Mr Henry Arundel will be entitled to an annual long-term incentive grant valued at \$288,000 subject to the achievement of revenue targets (as to 70% of the benefit) and share price performance (as to 30% of the benefit) hurdles.

If approval of Mr Henry Arundel's participation in the URBANISE long-term incentive scheme is sought but not obtained, he will be entitled to receive a cash payment equivalent in value to the long-term incentive that would have been granted had shareholder approval been obtained, subject to the same performance hurdles and timing for vesting (payment).

Mr Henry Arundel will forfeit any cash long-term incentive if his employment is terminated by his resignation, due to his misconduct or poor performance, or if URBANISE determines that such action is necessary to protect the financial soundness of URBANISE or where adverse outcomes have arisen that reduce the original assessment of the performance generating the provision of the

benefit

If Mr Henry Arundel's employment is terminated by the provision of notice by Urbanise, at Urbanise's discretion he will forfeit either all or a pro rata portion of the cash long-term incentive based on his employment period as a portion of the performance period for the incentive.

(d)

Performance Rights

Subject to any approval URBANISE considers necessary or appropriate, Mr Henry Arundel will be offered an award of 3.5M performance rights over Urbanise shares. These rights will vest in equal amounts at 12, 24 and 36 months and be subject to the achievement of financial targets for the FY18, FY19 and FY20 financial years.

4. Termination

Urbanise may terminate Mr Henry Arundel's employment at any time on three months' notice or payment in lieu of notice.

Mr Henry Arundel may terminate his employment with Urbanise at any time on three months' notice or, at Urbanise's election, payment in lieu of notice.

Mr Henry Arundel's employment may also be terminated by Urbanise in circumstances of his misconduct, illness or poor performance.

5. Restrictive Covenant

Mr Henry Arundel will be restrained for up to six months after termination of his employment with Urbanise from being engaged in competition with Urbanise, and for up to 6 months after termination of his employment with Urbanise from soliciting Urbanise employees or persuading people who do business with Urbanise to cease or reduce their business with Urbanise.