

## Director/Management Changes

**3 April 2018**

Urbanise.com Limited (**Urbanise** or **Company**) (ASX: UBN) today announces that it has continued implementation of its program to simplify its operating model and align costs with the strategy set out late last year.

The focus on recurring revenue is gaining traction and contracted annual recurring revenue is expected to grow when current large project implementations are completed.

### Non-Executive Directors

Non-Executive Chairman, **Mr. Anthony Scotton**, is stepping down from the Board for personal reasons. The Company thanks Mr. Scotton for all of his efforts and for the meaningful contribution that he has made to the Company.

Current Non-Executive Director, **Mr. Russell Bate OAM**, will continue in his role on the Board and will provide additional assistance to further improve our streamlined go-to-market and sales strategy, working closely with the Urbanise Executive Leadership team.

Leading Strata industry pioneer, **Mr. Gary Bugden OAM**, will join the Board as a Non-Executive Director. Mr. Bugden has been on the Urbanise Advisory Board for the past 2 ½ years and has extensive knowledge of the industry landscape, application and customer base of the Urbanise Strata platform, having been involved in the Strata industry for more than 30 years. Mr. Bugden was also previous Chairman of Urbanise's strata subsidiary.

**Mr. Pierre Goosen**, Managing Director of the Company's largest shareholder, Argosy, is joining the Company as a Non-Executive Director. Mr. Goosen has extensive investment and commercial experience including in the property related sectors.

### Executive Leadership

**Mr. Almero Strauss**, will assume the newly created role of Executive Chairman and will take over the executive duties of **Mr. Henry Arundel** who has left the employ of the Company and the Board. Mr. Strauss is a seasoned executive, who has extensive experience within the Urbanise business, having been a director for the past 12 months. Prior to his current role as an Investment Director with Mergon, Mr. Strauss worked with global companies including Bain & Company and Deloitte Innovation.

Executive Director, and Founder, **Mr. Robert Cumming** is stepping down from the Board and from his executive role with the Company. The Company anticipates that Mr. Cumming will work closely with the Urbanise Executive Leadership team in his new role as CEO of a newly formed Internet of Things (IOT) solutions provider.

Reflecting the extensive opportunity that the Company has within the Australian and worldwide strata markets, **Mr. David Bugden**, will assume the role of Chief Commercial Officer, Strata, taking responsibility for strategy, sales, product development and customer service of the Strata business, which is currently profitable (before allocation of corporate overheads).

As recently reported, the Urbanise CAFM Platform is performing strongly under the leadership of **Mr. Saurabh Jain**. Mr. Jain has been appointed Chief Commercial Officer, Facilities and Asset Management Technology, and will drive forward strategy, sales, product development and customer service within those sectors.

**Mr. Heinrich Venter** has been appointed as Head of Convergent Solutions, and will be responsible for the Company's Utilities Management, IOT and E-Commerce Solutions. Mr. Venter will also play a key role in project delivery for internal and external program management.

**Mr. Vivienne Selzer** remains in his current position as Chief Financial Officer.

**About Urbanise** Urbanise is the creator of a cloud-based platform for delivering strata, 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](http://www.urbanise.com)