

29th September 2022

Board changes and CFO appointment

Urbanise.com Limited (ASX:UBN) (“Urbanise” or “the Company”) today announces the appointment of Daniel Bignold as an Independent Non-Executive Director and resignation of Pierre Goosen from the Board. The Company also announces the appointment of Dave Goldbach as Chief Financial Officer (CFO).

Appointment of Independent Non-Executive Director

Daniel Bignold, a highly experienced business leader, entrepreneur, investor and adviser with a particular focus on the Prop Tech industry, will join the Urbanise Board from 1 October 2022. Mr Bignold was previously Head of Residential and Head of Commercial at the REA Group (ASX: REA), CEO of commercialVIEW.com.au, Executive General Manager, Health & General Insurance at iSelect (ASX: ISU) and Global Marketing Director at TrakHealth.

Over the past eight years, Mr Bignold has been active in the start-up/scale-up space. He is currently Founder and CEO of Propps.com, an innovative digital offer platform for real estate agents. Mr Bignold holds a Bachelor of Economics and a Master of Commerce from the University of NSW.

Resignation of Non-Executive Director

In June 2022, Pierre Goosen, who has served on the Urbanise Board since 2018, stated his intention to resign following the appointment of a new non-executive director. As a result, Mr Goosen has now resigned from the Board, effective 30 September 2022. He will be replaced as Chair of the Remuneration and Nomination Committee by Sam Cuccurullo, who joined the Urbanise Board in March 2021.

Urbanise’s Chairman Almero Strauss said: “I would like to welcome Daniel to the Board and believe that his in-depth understanding of emerging and innovative technologies, entrepreneurial mindset and Prop Tech expertise will prove invaluable as we continue to deepen our software offering and expand our global footprint. I would also like to take this opportunity to thank Pierre for his long service and commitment to Urbanise and wish him all the best in his future endeavours.”

Appointment of new Chief Financial Officer

David Goldbach has been appointed CFO with effect from 6 October 2022. Mr Goldbach brings strong financial, operational, and strategic expertise as well as broad experience working for global companies across multiple industry sectors. Most recently, he was the Senior Manager, Finance Integration for Stryker South Pacific (a division of leading medical equipment manufacturer Stryker Corporation). In this role, Mr Goldbach oversaw a complex M&A integration and was also responsible for Financial Planning & Analysis and strategic initiatives.

Prior to that, Mr Goldbach was Finance Director at Ola Rideshare ANZ and GM Commercial Finance at News Corp Australia. He also held a range of finance and commercial roles at engineering and services provider, UGL Limited. A Chartered Accountant, Mr Goldbach began his career with KPMG



Toronto and has an Honours degree in Business Administration from the Richard Ivey School of Business (University of Western Ontario).

Urbanise's CEO and Executive Director Simon Lee said: "I am delighted to welcome Dave to our leadership team and believe he will make a valuable contribution as CFO given his broad financial experience and strong operational background. I look forward to working closely with Dave and the entire executive team as we continue to generate and convert sales pipeline opportunities and identify cash-in-advance initiatives to extend our cash runway."

Mr Goldbach replaces Mr Lee who has continued in the CFO role since his appointment as CEO in June 2022.

Business Update

Urbanise continues to focus on achieving a sustainable cash position and delivering the cash burn reductions outlined in January 2022. A further update on cash and sales will be provided in October when the Company releases its Q1 FY2023 result.

This announcement has been approved and authorised by the Board of Urbanise.

Investor enquiries

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About Urbanise

Urbanise is a leading provider of cloud-based Software as a Service (SaaS) platforms for property management, specifically strata and facilities management. The Strata platform manages the communications and accounting functions for apartment buildings, strata commercial towers and large housing communities. The Facilities Management platform manages the repair and maintenance for infrastructure, buildings, residential and commercial properties. Urbanise technology is used in some of the tallest towers and most prestigious communities around the globe. www.urbanise.com

Forward-looking statements

This announcement may contain forward-looking statements regarding the Company's financial position, business strategy and objectives (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 announcement reflects the current views of the Company with respect to future events. Forward-looking statements are subject to risk, 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 accept any obligation to release any updates or revisions to the information (including any forward-looking statements) in this announcement to reflect any change to expectations or assumptions; and disclaim all responsibility and liability for any loss arising from reliance on this announcement or its contents.