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## OPENDNA STRENGTHENS INTERNATIONAL SALES TEAM

### Highlights

- Mr Michael Sher appointed as Vice President of Sales, Asia-Pacific
- Singapore-based Sher brings a wealth of technology sales experience and extensive networks
- Appointment bolsters OpenDNA's existing sales team, which includes high-profile industry veterans based in the UK and US
- OpenDNA is fully funded and well-placed to rapidly expand its business and penetrate key overseas markets

OpenDNA Limited (ASX:OPN), the ASX-listed personalisation technology company ("OpenDNA" or the "Company") is pleased to announce that it has today appointed Mr Michael Sher as the Company's *Vice President of Sales, Asia-Pacific* with immediate effect. Mr Sher will be based in Singapore and will work closely with and report directly to the Company's Chief Operating Officer, Mr Kevin Fell.

Mr Sher has an extensive background in the technology and sales industries and has worked in key roles with companies ranging from start-ups through to multinationals. Most recently Vice President of Advance Applications at multinational analytics company NICE, where he was responsible for that organisation's product business in the Asia-Pacific region (APAC), Michael has previously held a number of additional significant roles including:

- Senior Director of Sales and Head of Customer Success & Solutions Group, APAC for HP Software, where he ran all the direct selling account throughout APAC and was a major factor in the growth of that business;
- Head of IBM Rational ASEAN, a role in which he ran all aspects of the IBM Rational business in ASEAN and India (involving turnover of approximately US\$33M) and contributed to business growth of 23% in that region;
- VP New Era Of Networks Inc. (NEON) at Sybase, an enterprise application integration company, where he was accountable for APJ technical services and software sales, business development and product management, building the business towards an annual revenue of US\$100 million worldwide. Michael was instrumental in launching MQSeries Integrator, a jointly developed product with IBM, which now occupies a commanding position in the EAI space; and

- CEO and Founder of InfoStructure Inc., a business which he successfully sold to XVT Software.

Michael has a Bachelor of Science degree in computer science from the University of Texas at Austin.

Mr Sher joins an OpenDNA Business Development and sales team focused on the North American, UK and Australasian markets, including highly-respected industry veterans Messrs Robert Crozier and Samuel (Jock) Spivy, each of whom have deep and extensive backgrounds in the media and publishing industry (a key initial industry of focus for OpenDNA as it looks to rapidly develop awareness and adoption of its technology).

### **Bob Crozier**

Bob has spent over 45 years in Magazine, Newspaper and Online Media businesses. Based in London, Bob is currently Executive Vice-President, and Managing Director of Robb Report International, the leading US Men's luxury magazine with 17 International Editions worldwide, and for the past 15 years has been an Industry Council Advisor to GMT Communications Partners, one of Europe's leading private equity media specialists. Prior to joining Robb Report, Bob spent 3 years in Singapore, where he was Founding Partner and Business Development Director of Billionaire.com, an online and print media company aimed at high and ultra-high net worth individuals; the Business Development Director and a Board Member of YuuPay and YuuZoo, a Singapore Stock Exchange listed mobile phone-based social media company; and an Advisor to the Media and Communications Business Group of Mindshare Advertising/Asia (a division of WPP), the largest advertising agency in Asia. From 1999-2009, Bob was Vice President and Managing Director of Forbes Global, the international edition of Forbes Magazine for EMEA and APAC, and prior to Forbes, President of Time Magazine's Atlantic (EMEA) Edition, President of Interactive Bureau, President/EMEA of Manager International, and the International Publisher of American Express's Departures Magazine.

### **Jock Spivy**

Samuel (Jock) Spivy is a successful entrepreneur, media and marketing executive and management consultant. Spivy began his career at Time Magazine and graduated to positions including Marketing Manager at Rolling Stone and General Manager at leading publisher Welsh Publishing Group, a position he held for 10 years. In 1994 Spivy founded a pioneering web consultancy, Interactive Bureau and has been involved in digital media, marketing and strategy since that time. Aside from his extensive consulting experience, Spivy has through his co-founded entities Nomad Editions and Interactive Bureau been responsible for producing original and licensed/branded iPad content for organisations such as Tiffany & Co, Shire Pharmaceuticals and the James Beard Foundation, as well as launching a wide variety of high-profile brands on the internet including USA Today, the Discovery Channel, The Guardian, JP Morgan Private Bank, Bristol Myers Squibb Company,

drugstore.com and Barnes and Noble Online. An alumnus of Oxford and Yale Universities, Spivy is also currently a mentor at the Yale Entrepreneurial Institute.

Speaking today in relation to Mr Sher's appointment and OpenDNA's Business Development team generally, OpenDNA's CEO Jay Shah commented: *"Sales and marketing are crucial areas for technology companies and I am delighted that we have been able to quickly establish a team that not only has extensive experience and networks in key markets for the business (including the United States and South-East Asia), but also boasts executives of the calibre of Bob Crozier, Jock Spivy and Michael Sher. Now that it is listed and well-funded and with a strong team engaged, OpenDNA is poised to aggressively expand its customer base in North America and Australasia"*.

For further information, please visit the OpenDNA website at [www.opendna.ai](http://www.opendna.ai) or contact:

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### About OpenDNA

*OpenDNA is a technology personalisation company with offices in Australia, Singapore and the UK, as well as a business presence in the United States. The Company has developed proprietary (patent pending) artificial intelligence and machine learning technology that has the potential to assist digital businesses irrespective of company size or industry vertical. By becoming OpenDNA customers, businesses can obtain a detailed, accurate and up-to-the-second profile of the likes, dislikes and interests of each of their individual users (whether using iOS, Android or web-based operating platforms). This is done in real-time by mapping a user's interactions and engagements across any platform powered by OpenDNA, in turn allowing those businesses to show each individual user only the products, articles and other content they want to see – and none of what they don't.*

*OpenDNA's technology differs from existing business analytics tools in that, rather than providing only a high-level and historical view of a user's interests, demographic or social data, the Company's offering involves capturing the psychographic data of users, helping businesses to understand their customers' propensity to engage. Psychographics is the study and classification of people according to their interests and the depth and relevance of these interests, as compared to each other, in real-time. In addition, while the user's interest profile is generated and developed automatically as they engage with OpenDNA-powered apps and websites, the user also has ongoing access to their interest profile so that they can instantly manage and control the content that is delivered to them, based on what is relevant to their interests. This is a key differentiator between OpenDNA and conventional analytics and customer intelligence tools.*