



OPENDNA

PERSONALIZATION | ARTIFICIAL INTELLIGENCE

## INVESTOR UPDATE

March 2017

Australia | Singapore | South Africa | United Kingdom | USA

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# CORPORATE OVERVIEW

<b>CORPORATE SNAPSHOT</b>	
<b>ASX Code</b>	<b>OPN</b>
<b>Cash (as at 31 December, 2016)</b>	<b>A\$6.8 million</b>
<b>Market Cap (at \$0.14 / share)</b>	<b>A\$14.7 million</b>
<b>52 week high (\$ / share)</b>	<b>\$0.20</b>
<b>52 week low (\$ / share)</b>	<b>\$0.135</b>
<b>Shares on issue</b>	<b>105,083,540</b>

<b>MAJOR SHAREHOLDERS</b>	<b>% OWNERSHIP</b>
<b>MR JAY SHAH</b>	<b>25.35 %</b>
<b>NVFAM INVESTMENTS PTY LTD</b>	<b>7.14 %</b>
<b>MR STEWART WILKINSON</b>	<b>6.06 %</b>
<b>CDC PROSSER PTY LTD</b>	<b>4.76 %</b>
<b>MR JOHN ZACCARIA + MS NOELEE</b>	<b>4.52 %</b>
<b>MR GEORGE IRWIN</b>	<b>3.95 %</b>





# INVESTMENT HIGHLIGHTS



## OPERATIONAL & TECHNICAL IMPROVEMENTS

- Since listing in November 2016, OpenDNA has continued to focus on driving operational and technical improvements
- Technology updates now allow businesses to integrate OpenDNA's Artificial Intelligence platform into iOS (Apple), Android (Google) and Web systems



## HUGE ADDRESSABLE MARKET OPPORTUNITY

- According to Juniper Research, the global digital advertising industry was worth circa US\$160 billion in 2016, and expected to reach US\$285 billion by 2020. **This represents only ONE of the market segments upon which OpenDNA is focused, currently.**



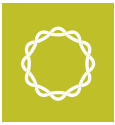
## CUSTOMER CONTRACTS

- Building on existing customer base and channel partnership arrangements
- Strong prospect pipeline expected to materialize into new client contracts in Q2 2017



## CLOUD BASED BUSINESS MODEL

- Built for scale and deployed on the Amazon Web Services cloud architecture allowing OpenDNA to grow exponentially rapidly



# OUR VISION

## PEOPLE ARE NOT CATEGORIES. PEOPLE ARE INDIVIDUALS.

**To businesses**, OpenDNA provides real-time insights into their individual customers' behaviour which allows them to better predict their needs.

This enables businesses to deliver a more relevant customer experience at an individual level, which drives increased revenue.

OpenDNA's artificial intelligence and machine-learning system automatically creates detailed psychographic user profiles, which helps deliver better business outcomes.

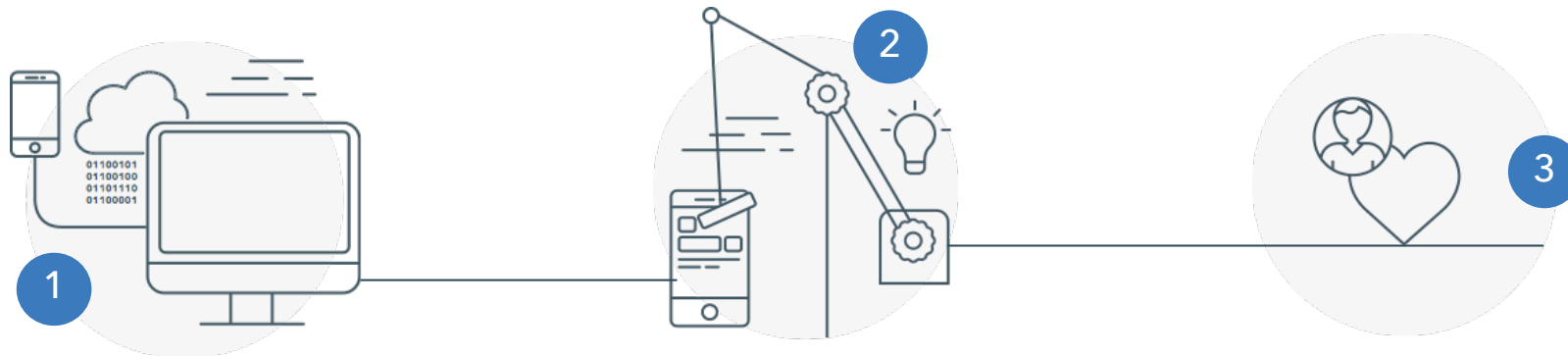
**To individuals** it paves the way to own their data and control their experiences across the internet making it more relevant; more personalised.





# THE OPENDNA SOLUTION

## HOW DOES THE TECHNOLOGY WORK?



When a user uses an OpenDNA-powered platform (Web or Mobile) the Artificial Intelligence System (AIS) analyses their interactions in real-time and builds a detailed psychographic profile.

OpenDNA's AIS in real-time analyses a business data stream (products, news, ads, videos etc.) and builds a unique contextual profile.

OpenDNA in real-time provides the user with relevant content automatically tailored to the user's profile from the business (products, news, ads, videos, etc.) that drives better business outcomes.

Users have complete control and transparency of data on their interests, allowing them to edit them and influence their personalised experiences in real-time.

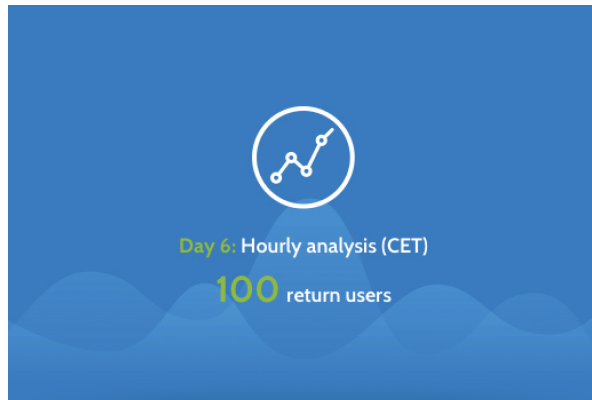


# WHAT ARE THE OPENDNA BENEFITS?

## HOW DOES IT BENEFIT BUSINESSES?

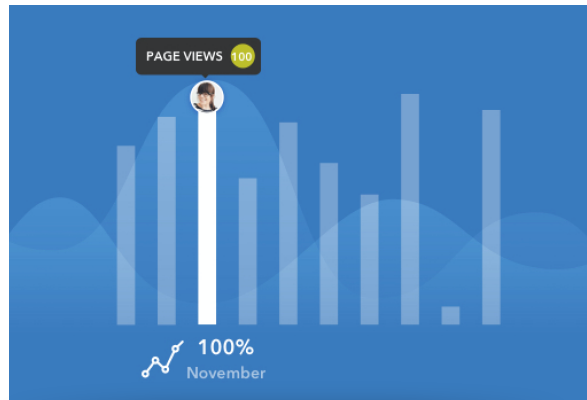
### BETTER INSIGHTS

By building real-time user's psychographic profiles businesses are able to better predict customer's needs and interests.



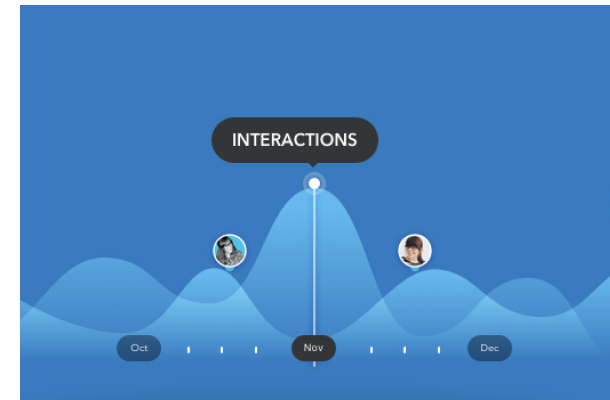
### INCREASED REVENUE

Providing relevant content, increases user engagement and dwell time which in turn increases the amount of revenue opportunities per user.



### INCREASED RETENTION

Customers are more likely to engage and return due to the relevant content, and the customer experience.



## HOW DOES IT BENEFIT THE USER?

The overall online and mobile experience is improved, with relevant content (products, news, ads, videos, etc.) being delivered to the user.

End-users now have the opportunity to own, see and control their data, which in turn allows them to edit their interests in real-time so they are able to influence what they receive online.





# WHY WOULD BUSINESSES USE OPENDNA?



## **RETENTION**

By providing customers with personalised and relevant experiences on their platforms, businesses are able to retain customers for longer periods of time.



## **USER ACQUISITION**

Businesses are able to better profile, target and engage their customers.



## **BUSINESS INTELLIGENCE / DATA ANALYTICS**

OpenDNA provides businesses with a deeper understanding of their customers' interest profiles and their propensity to engage with any new content.



## **REDUCE COSTS**

Businesses are able to reduce big-data analysis and infrastructure costs by leveraging off OpenDNA's AIS.



## **INCREASE REVENUE**

Businesses get a better ROI by personalising experiences for its customers.





# MARKET DEMAND FOR PERSONALISATION

Over **1.5M+ apps** available on Apple®, Android® and Amazon Appstore®, and over **40,000+ apps launch on a monthly basis** with no context of their user's preferences for proper on-boarding.

Personalization can deliver five to eight times the ROI on marketing spend and lift sales 10% or more.

**Source: McKinsey & Company**

94% of companies agree that personalization "is critical to current and future success." **Source: Econsultancy**

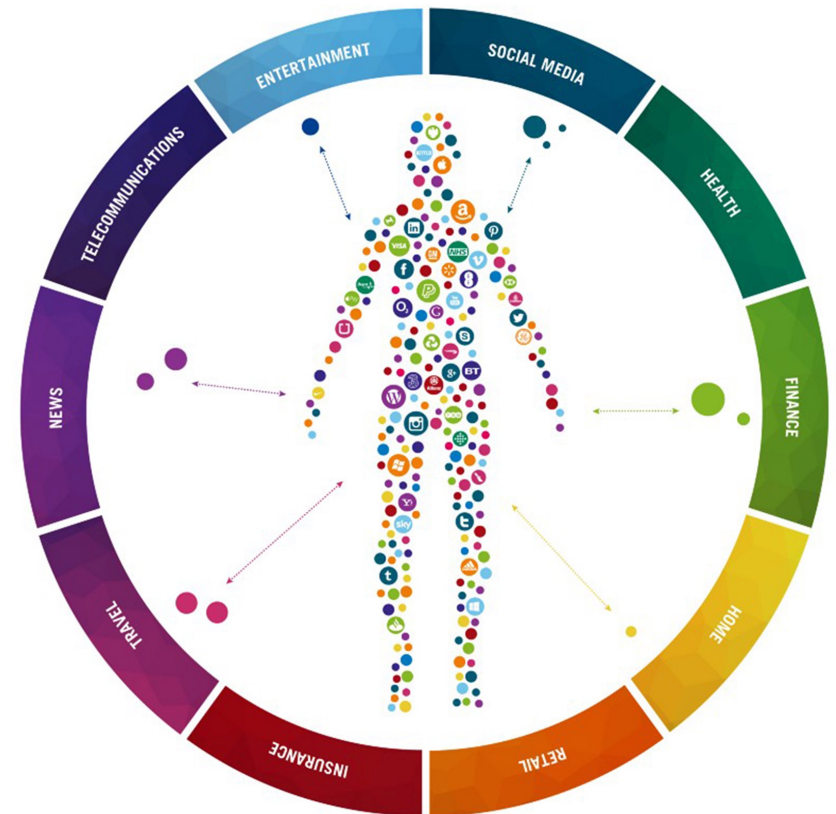
In 2018, B2B companies who personalize their sites will be doing 30% better than those without personalization.

**Source: Gartner**

Organizations who are personalizing their web experiences see, on average, a 19% uplift in sales. **Source: Monetate**

Forty percent (40%) of consumers buy more from retailers who personalize the shopping experience across channels.

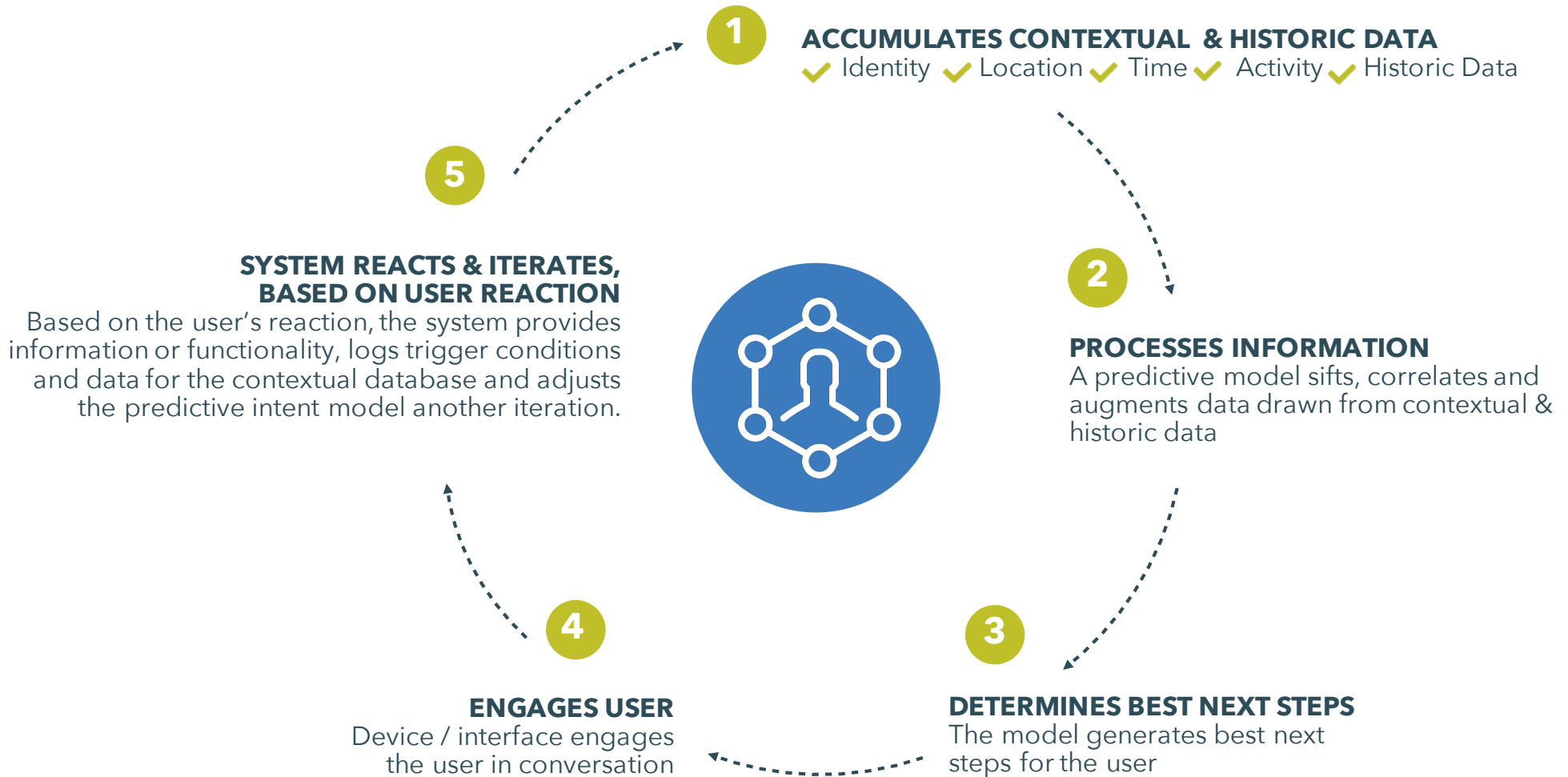
**Source: MyBuys**





# HOW DOES PERSONALISATION WORK?

Personalisation revolves around capturing the contextual situation of users and allowing services to predict and respond to needs, often without users having to request them explicitly.





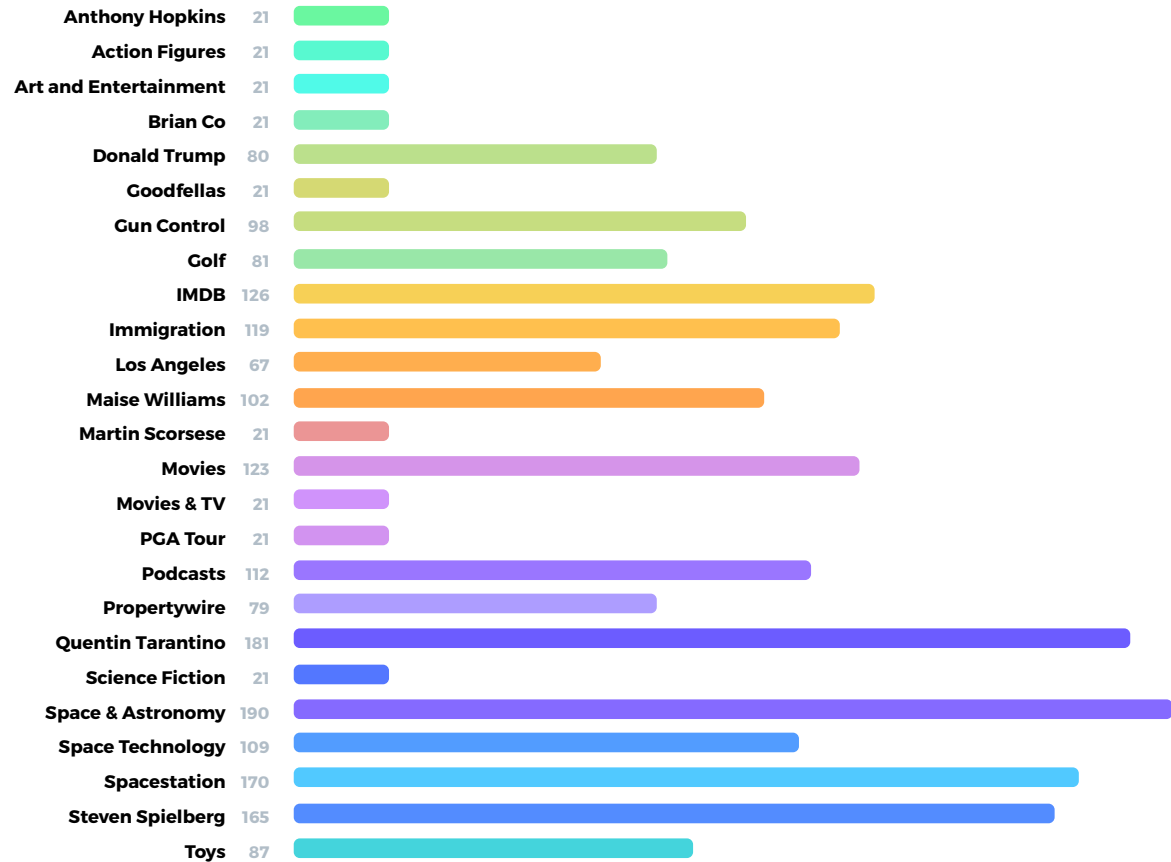
# SNAPSHOT OF A USER'S DATA

OpenDNA maps a user's interests and learns about the extent of interest that they may have in any area. This is highly contextualized and relevant to that specific user.

## PSYCHOGRAPHIC DATA



**Joe Blog**  
 j.blog@mail.com  
 Male  
 29  
 Los Angeles, California



## TIME-RELATED PATTERNS

- 7:30AM**  
Political News, Immigration issues  
Weather, Los Angeles
- 12:00PM**  
Sport News, Golf, PGA Tour
- 9:00PM**  
Podcast: Hubblecast (Science & Tech)



# HOW OPENDNA IS USED ACROSS INDUSTRY



## PUBLISHING

- Customizing news content
- Personalising ad content to users' interests in real-time



## COMMERCE

- Tailoring shopping experiences to customers' exact preferences and interests
- Increasing conversion rates by targeting users on their global interest profile



## HEALTH & FITNESS

- The biggest opportunity in personalised health care lies in identifying new products, services & information targeted directly to consumers



## TRAVEL

- Segmentation and personalisation of travel content, that reflects where the individual is on the research, plan, booking, and pre-trip experience
- Presenting information and products, based on their latest global interest profile



## ENTERTAINMENT

- Personalising viewing experiences based on a user's global interest profile



## FINANCE

- Personalisation to improve customer satisfaction, a primary driver of loyalty



# DRIVING REVENUE

USER LICENSE FEES	
5,000 users	\$499
↓	↓
2.5M+ users	\$7k+
↓	↓
10M+ users	\$18k+
*charged monthly	



OPENDNA CONNECTION CHARGES
Fee per user session
\$0.0045 / session
or
Revenue share
Reviewed on a case by case basis





# DRIVING REVENUE

## HOW PUBLISHERS CAN BENEFIT FROM OPENDNA

	Without OpenDNA	With OpenDNA	Without OpenDNA	With OpenDNA
<b>Number of Users</b>	1,000,000	<b>1,000,000</b>	5,000,000	<b>5,000,000</b>
<b>Monthly Active Users</b>	350,000	<b>400,000</b>	1,750,000	<b>2,000,000</b>
<b>Average Number of Pages Viewed Per User Per Day</b>	2	<b>6</b>	2	<b>6</b>
<b>Average Revenue Per Thousand Ad Impressions* (Ad Impression = Each Time Ad is displayed)</b>	\$2.50	<b>\$2.50</b>	\$2.50	<b>\$2.50</b>
<b>Publisher Revenues Per Month</b>	\$7,875	<b>\$27,000</b>	\$39,375	<b>\$135,000</b>

\*The above figures are an example of what ad networks could pay out to publishers. The prices can range from \$0.10 to \$50 per thousand impressions.

## REVENUES AVAILABLE TO OPENDNA

	With OpenDNA	With OpenDNA
<b>Number of Users</b>	1,000,000	5,000,000
<b>OpenDNA User License Fee*</b>	<b>\$4,319</b>	<b>\$11,499</b>
<b>Total Pages Viewed</b>	6,000,000	30,000,000
<b>Avg. OpenDNA Page View Charges (Based on Session Charges)*</b>	<b>\$7,000</b>	<b>\$30,000</b>
<b>OpenDNA Share of Ad Revenue (minimum 5% of publisher revenue)*</b>	<b>\$1,350</b>	<b>\$6,750</b>
<b>TOTAL REVENUE PER MONTH FOR OPENDNA*</b>	<b>\$12,669</b>	<b>\$48,249</b>
<b>TOTAL REVENUE PER YEAR FOR OPENDNA*</b>	<b>\$152,028</b>	<b>\$578,988</b>

\*The above figures are an example of what can happen when customers power their systems with OpenDNA and also allow OpenDNA to run the ads on their network.

Publishers generate revenue through advertising and in some instances via product placements.

The key drivers for revenue for publishers is page views (i.e. the number of pages of content read by their users).

The higher the page views numbers the more revenue that they can make.

Secondly, by knowing more about their readers and being able to access their psychographic profiles, publishers can demand higher revenue shares from ad networks as they can better target the customers.

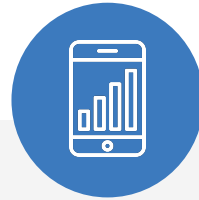
OpenDNA provides publishers the key to unlocking higher engagement time and increased revenue.



# NEAR TERM CATALYSTS



Robust sales pipeline Q2 2017; targeting increased client sign ups and operational developments.



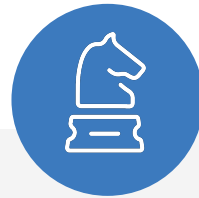
Integration of personalised advertising content across OpenDNA-powered platforms in Q2 2017 to drive advertising-based revenue streams.



Recent signing of MediaFuse partnership represents a key step towards the monetisation of OpenDNA's digital platforms, with the ability to generate advertising revenue a significant near-term catalyst for the business.



Targeting rapid expansion of global customer base - focused on near-term penetration of key sectors including publishing, travel and E-commerce.



Leveraging of strategic Channel Partnerships - these companies act as non-exclusive agents to market and sell the OpenDNA platform to their respective clients.



# BOARD & MANAGEMENT



## **Jay Shah - MD & Chief Executive Officer**

Jay is a technology visionary and the designer behind OpenDNA's AI technology. He brings 20 years of serial entrepreneurship having founded numerous technology companies and building world-class teams.



## **Lonnie Sciambi - Non-Executive Director**

Lonnie is the MD and CEO of Small Business Force, LLC, through which he advises entrepreneurs and small businesses. He brings over 30 years of high-tech experience in both startup and public companies.



## **Richard Jarvis - Chief Financial Officer**

Richard has twenty years' experience gained both in public practice and in senior finance leadership roles.



## **Grant Pestell - Non-Executive Chairman**

Grant is a founding director of Murcia Pestell Hillard and has 20 years' experience in commercial litigation and corporate and commercial law. He has helped numerous startups scale successfully in the high-tech space.



## **Evan Cross - Non-Executive Director**

Evan has over 30 years' experience in the accounting, finance and investment banking industries and as a business founder.







# CONTACT US



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PEOPLE ARE INDIVIDUALS

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