



OPENDNA™

ASX:OPN

Digital Marketing to **ACQUIRE**,



UNDERSTAND and



CONVERT your customer



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OPENDNA(ASX:OPN) CUSTOMER-FOCUSSED DIGITAL SERVICES

New company structure and capability

ACQUIRE

CHOOSE
DIGITAL

Make the Switch Today

Digital marketing driving customers to engage via mobile, web and digital channels.

 **OPENDNA**™

UNDERSTAND

A.I. platform providing personalized real-time marketing & targeting of individual customers.



RoLife

Online e-Commerce marketplace for Australian businesses to sell to Chinese customers.

CONVERT

 **OPENDNA**™

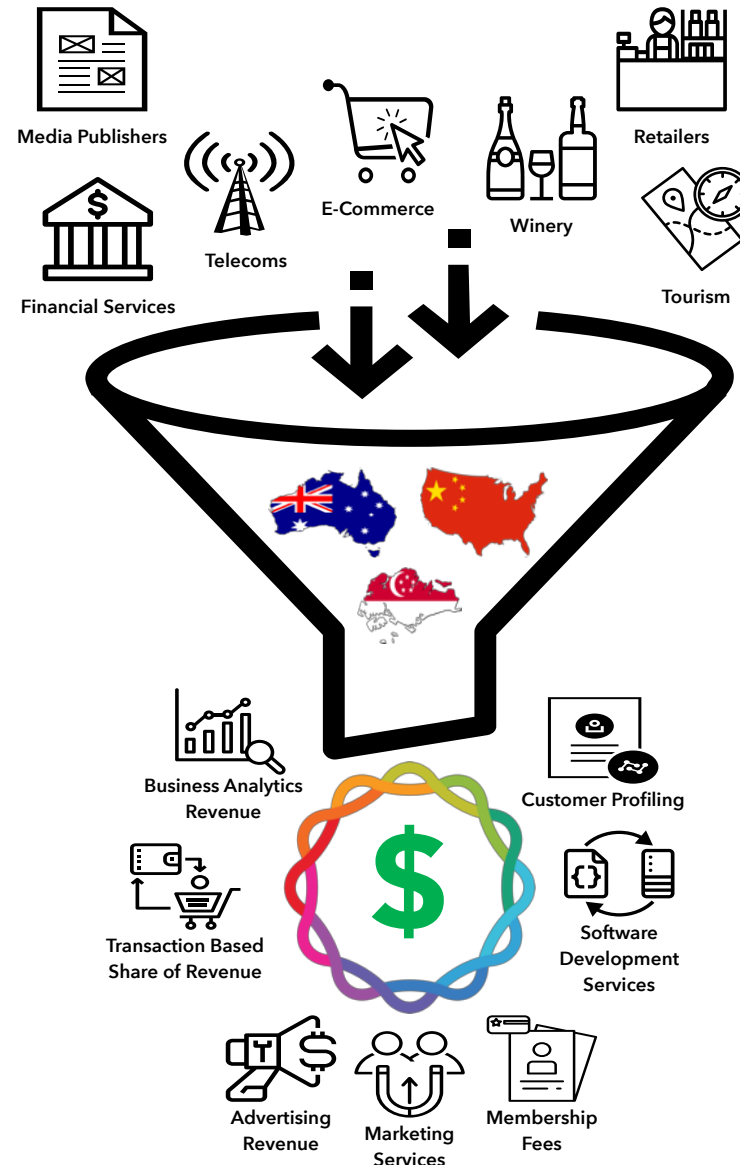
Following shareholder approval and completion of acquisition, expected by December 2018.





OPENDNA(ASX:OPN) DIGITAL & ONLINE REVENUE

- ✓ Online Services & Marketing Fees
- ✓ Annuity Licensing & Retainer Fees
- ✓ Commission on all Transactions
- ✓ Customer Profiling and Business Analytics
- ✓ AI Personalization
- ✓ Advertising
- ✓ Software Development Services (Web and Mobile)
- ✓ Cross selling across business units





ASX:OPN - PATH TO REVENUE IN 2018/19

- OpenDNA Prediction Engine Built
- Built the AIS for scale on AWS (Amazon Web Services) cloud architecture.
- **Voted as "The Company Most Likely To Grow Exponentially" at AWS Event, San Francisco**

- Built up sales pipeline, development (machine learning & data scientists) and operational teams.
- Launched Synapse, a customer insights dashboard
- **Awarded One of the Top 200 "Business of Tomorrow" by Westpac Bank**

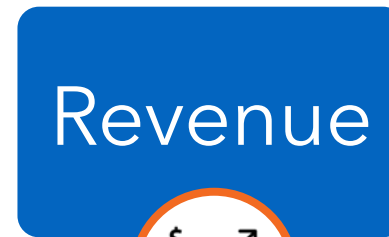
- Acquisition of Digital Marketing company - **CHOOSE Digital**
- Acquisition of China-based e-Commerce and mobile payments company - **RoLife**
- Established China marketing and sales team
- Extended products and services range
- Revenue growth and cross-selling
- Expanded customer footprint



2016/17



2017/18



2018/19

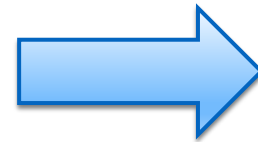




ASX:OPN - THE INVESTMENT OPPORTUNITY

The acquisition of RooLife will form part of the OpenDNA product road map to deliver an AI-powered e-Commerce product providing access into the large and growing China market.

OpenDNA is adding complementary businesses CHOOSE Digital and RooLife to deliver multiple revenue streams and an immediate user base for its technology.

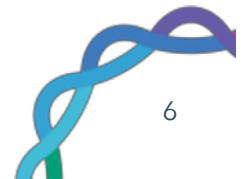


<p>VOTED <i>“ Company most likely to grow exponentially ”</i> Awarded at Amazon Web Services Pitch Event, October 2015</p>	<p>200 W Named Westpac Business of Tomorrow 2017</p>	<p>FEATURED ON sky NEWS 2017</p>
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www.aws.amazon.com

www.businesssoftomorrow.com.au/winners/winners-2017

www.skynews.com.au





OPENDNA - MARKET FOR AI & PERSONALIZED MARKETING

OPENDNA's AI Platform services the demand for personalized online experiences improving engagement with customers online.

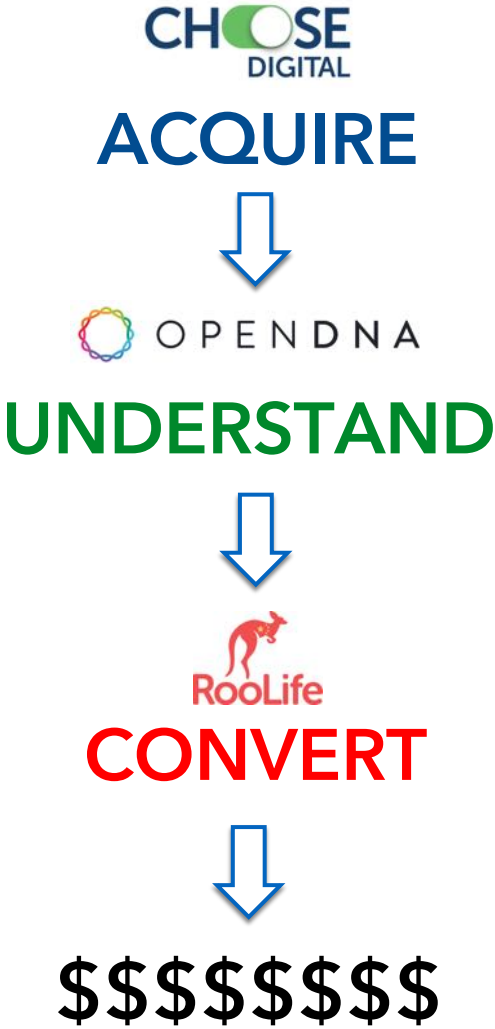


- ✓ According to **Accenture** in 2017: Organizations lost \$756B due to 'poor personalization, lack of trust'
- ✓ IDC (**International Data Corporation**) estimates \$32.4 billion in marketing technology spending by 2018, growing at 12.4 percent per annum





OPENDNA'S POINT OF DIFFERENCE



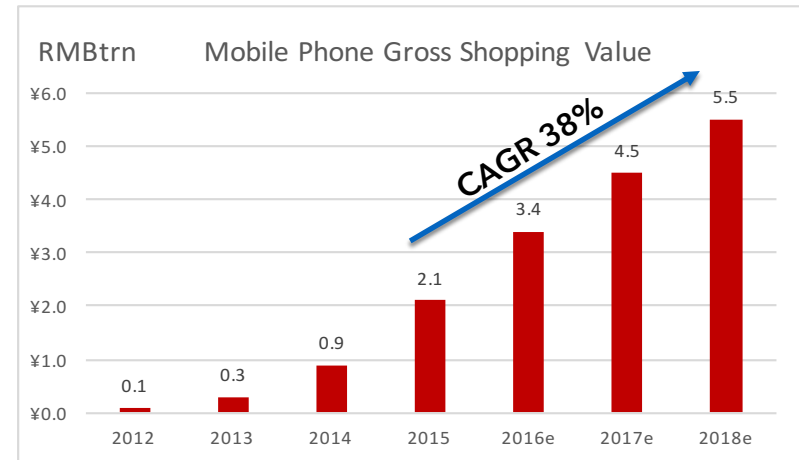


OPENDNA - CHINA MARKET ENTRY

- ✓ Targeting growth in the large and rapidly growing e-Commerce market in China where 76% of people have used their smartphone to make purchases within the last three months



- ✓ China's online shoppers are expected to increase to 587 million in 2018 generating RMB5.5 trillion in sales /\$1 trillion (up from 413 million shoppers in 2015)
- ✓ Initially focusing on high-growth markets for products sourced outside China for which it bills consumers in China



Source: Source Deutsche Bank iResearch

- ❖ Tourism - converting an unplanned traveler to a planned traveler (1.3 Million Chinese Tourists visited Australia in 2017 up 9.9% year on year)
- ❖ Dairy - servicing the growing demand for milk and dairy (Per capita milk consumption in China is 6.7 l/Year - global average is 68.8/Year)
- ❖ Australian Wine (\$1.2b /annum and growing)
- ❖ Beef
- ❖ Health Foods and Supplements





OPENDNA - CHINA TOURISM MARKET

“ HOW CAN YOU BEST ESTABLISH AND NURTURE DIRECT ENGAGEMENT WITH CHINESE CONSUMERS?

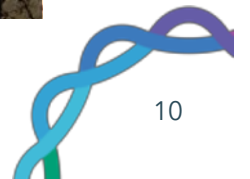
MOBILE PHONES IN CHINA

- Chinese people **live** on their mobile device
- **90%** access internet via their **mobile device**
- **55%** of all Chinese tourists use their mobile device to **plan and book** their holiday - up from 17% in 2014

Jeff Sharp

www.tourism.australia.com/events/China-Uncovered

”





THE REVENUE OPPORTUNITY

- ✓ Providing real-time AliPay and WeChat Point of Sale Solutions and Marketing strategies at retail outlets, cellar doors and airport shopping
- ✓ Marketing strategy for targeting Chinese Travelers
- ✓ Online e-Commerce platforms selling into China
- ✓ Big Data Strategy - as implemented with Dan Murphy's
- ✓ Ongoing Sales in Mainland China

RooLife – China e-Commerce Shopping Portal



WeChat currently has 1bn active monthly users
(Source: Statista)

WeChat has 900+ million daily active users worldwide
(Source: Technode)





ROOLIFE PAYMENT PROCESS - CHINA TO AUS

Fully established and proven e-Commerce platform which allows Australian brands to sell directly into China using Alipay and WeChat Pay and receive payments back in Australia

Extensive China capability provided by:

- ✓ Hong Kong Holding and Operating Company
- ✓ China-based Wholly Foreign Owned Entity (WFOE)
- ✓ VIE (Variable Interest Entity) controlled Chinese Domestic Company





OUR IP - FROM ACQUISITION TO TRANSACTION

WANG SHU, BEIJING



- ✓ Acquire
- ✓ Understand the customer
- ✓ Convert the customer - \$\$
- ✓ Retain
- ✓ Build loyalty & annuity revenues
- ✓ Increase shareholder value



1. User accesses RooLife Platform
2. Views information about day tours from Sydney
3. Views photographs submitted by other users
4. Reads articles about Hunter Valley
5. Reads Wine Reviews
6. Searches for local specialty products



AI HYPER-PERSONALIZATION POWERS UNIQUE EXPERIENCES

WANG SHU, BEIJING



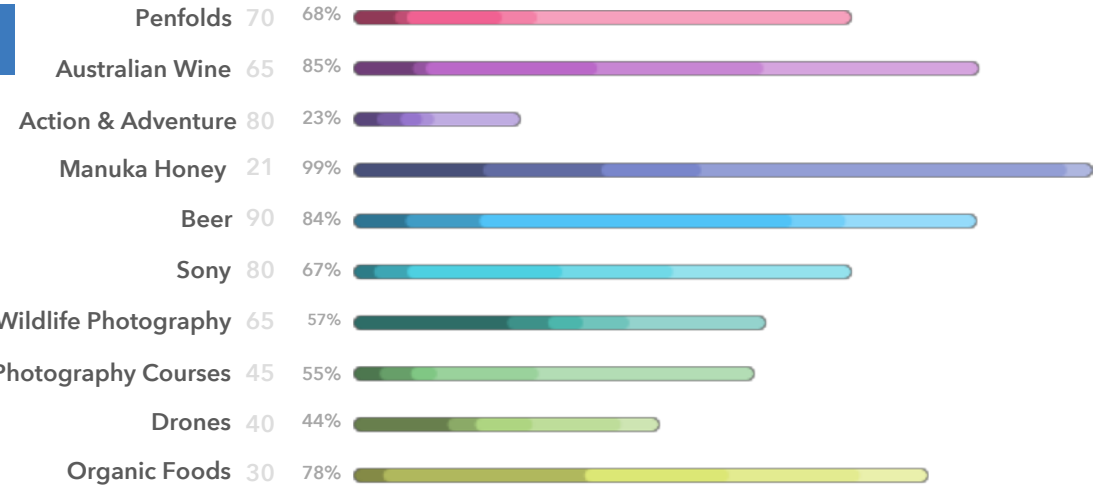
ID: 24857382928477

Profile Type: Loyal - High Spender

Date Joined: 25th Jan 2018

Total Spend: \$3,987

Location: Beijing, China



VISIT HISTORY

Viewed vs Purchased Items **84:24**

Last Purchase: 12 Oct 18 1.36am
Manuka Honey 2 Units @ \$65
Hunter Valley Semillon 2 Units @ \$75
 Total Purchases \$280

16 Products

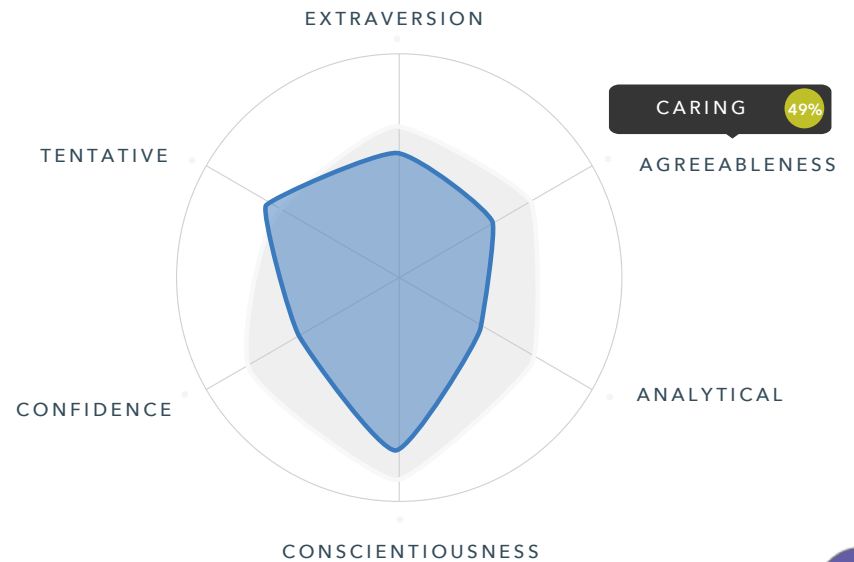
49% Viewed

Last Session: 12 Oct 18 1.38am
Predicted Next Session: 11 Nov 18

Repeat Purchases

Total Inventory

- ✓ OpenDNA maps a user's interests and learns about the extent of that interest in any given area
- ✓ For businesses this delivers great value in better understanding their individual user, in turn providing a highly personalized experience for each user





OPENDNA'S UNSURPASSED DATA INSIGHTS



1-min video: [Click to view on YouTube](#)





FUTURE GROWTH PLANS

Build revenue across multiple channels

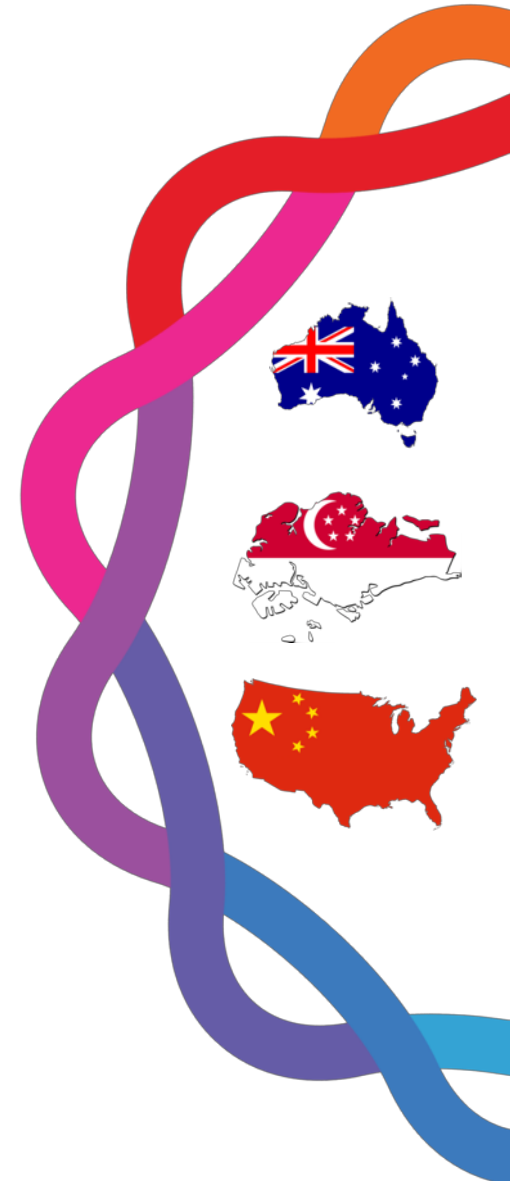
Establishing national footprint

Customer acquisition in multiple industry verticals:

- ✓ Publishing & Media
- ✓ Mining
- ✓ e-Commerce
- ✓ Tourism

China Expansion:

- ✓ WeChat and Alipay payment enabled
- ✓ Gateway to businesses entering and selling in China the largest e-Commerce market in the world
- ✓ Leveraging licenses for importing and selling online
- ✓ e-Commerce Platform ready
- ✓ Tourism-focused solutions
- ✓ Australian Dairy, Wine and Beverages





MARKET COMPARISON SHAREHOLDER VALUE

With the enlarged and enhanced team at OpenDNA, the potential for the business is immense.

AI COMPANY COMPARABLES

LINIUS TECHNOLOGY (LNU)

Video personalization technology.

BRAINCHIP (BRN)

Artificial Intelligent computer chip manufacturer.

CHINA MARKET COMPANY COMPARABLES

AU MAKE INTL (AU8)

Company connecting Australian suppliers directly with Daigou and Chinese tourists.

WATTLE HEALTH (WHA)

Australian made health and wellness products with a strong focus on China.

CHINA DAIRY CORP (CDC)

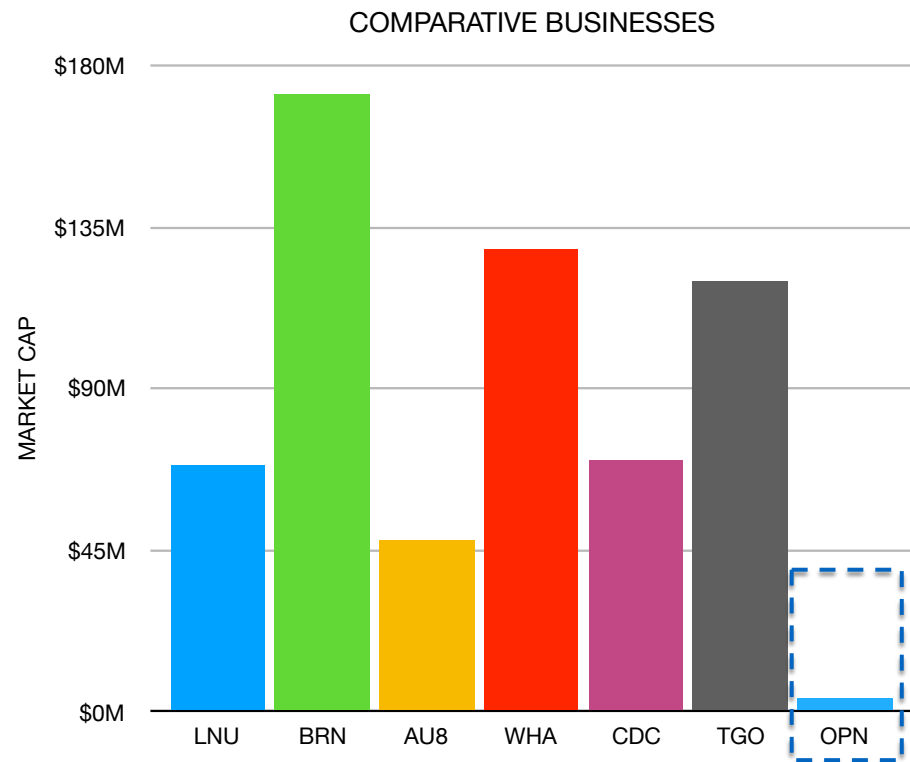
company primarily engaged in the production and wholesale of raw milk and the rearing, breeding and sale of dairy cows in Heilongjiang province, China.

TRIMANTIUM GROWTH OPS (TGO)

IT Services Management Company providing Creative, Technology and Management Consultancy Services.

OPENDNA (OPN)

AI, Personalization, Digital Strategy, e-Commerce & Mobile Payments Platform





CORPORATE SNAPSHOT

Key information

Following 23 November 2018 AGM and includes the issue of approved securities expected to occur in the week following the AGM

ASX Code	OPN
Listing Date	November 2016
Cash (as at 30 September 2018) Additional Placement Proceeds (due 28/11/18)	A\$928k A\$2.1m
Market Cap (at \$0.032 per share)	A\$ 6.65m
52 week high (\$ / share)	\$0.14
52 week low (\$ / share)	\$0.026
Shares on issue	207.97m
Options (listed)	60.7m
Options (unlisted)	15.5m
Performance Shares	63.73m

ASX Listed in November 2016
OpenDNA

ACQUIRE

UNDERSTAND

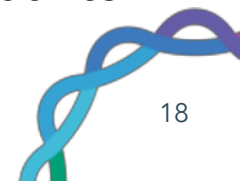
CONVERT

Digital Marketing & Customer
Acquisition

Artificial Intelligence and Machine
Learning

China e-Commerce & Mobile
Payments

FY18/19 - Delivering the path to
revenue






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DIGITAL

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 **OPENDNA™**


RooLife

