



25 February 2019

OPN secures Health & Wellbeing supply channel for China

- **OpenDNA secures supply channel agreement with NNM Services, a pharmaceutical wholesaler and aggregator, for product for RooLife online shop**
- **OpenDNA will manage market entry and sales of skincare, Vitamins, Minerals, Supplements (VMS) and Health & Wellbeing products into China from NNM suppliers**
- **Products to be sold on RooLife mobile shopping platform with OpenDNA's hyper-personalization Artificial Intelligence System (AIS) to maximize customer engagement**
- **OpenDNA's RooLife to receive commission on sale of all products and fees for marketing services for sale of these products into China**

Artificial intelligence and e-Commerce marketing company OpenDNA Limited (ASX: OPN) ("**OpenDNA**" or the "**Company**") is excited to announce the Company has entered into a binding agreement with pharmaceutical aggregator and wholesaler of skincare, Vitamins, Minerals, Supplements (**VMS**)¹ and Health & Wellbeing products, NNM Services Pty Ltd ("**NNM**"), to market and distribute products from NNM suppliers into China.

Under the terms of the agreement, NNM Services will leverage its network of pharmaceutical suppliers and provide OpenDNA with a portfolio of products to be marketed and sold on the Company's RooLife platform to consumers in China.

This first agreement forms part of OpenDNA's announced strategy to market and sell high-quality and authentic Australian products and services to the large and rapidly growing consumer market for these products in China. OpenDNA and NNM have commenced working with a range of pharmaceutical manufacturers and wholesalers and further updates will be provided as and when these additional agreements are executed.

The Company has elected to launch with VMS¹, skincare and health products based on the high demand for these product ranges, with the annual revenue for this market segment estimated at **US\$30billion** in 2017 and with projected **annual compound growth of 10%** through to 2025.² The entire Health and Wellbeing market, inclusive of Traditional Chinese Medicine (TCM), is forecast to reach US\$60b by 2020.²



Figure 1: OpenDNA’s RooLife Platform to market and distribute high-quality Australian brands to China

The Company’s RooLife platform is a market place and avenue for Australian producers to sell into China and under the arrangement, NNM Services will source and provide RooLife with products servicing the large and rapidly growing market in China for Skincare, Vitamins, Minerals, Supplements (VMS)¹ and Health & Wellbeing products.

NNM Services, a recently formed pharmaceutical aggregator with wholesaling agreements and relationships with International and Australian pharmaceutical suppliers, will operate as a supply channel for RooLife and provide ongoing business development services for the Company on a commission basis by sourcing products and supply agreements for products to be sold on the RooLife platform.

OpenDNA CEO, Mr Bryan Carr, commented, “We are delighted to have teamed with NNM Services to provide an avenue for Australian health and wellbeing businesses and brands to be able to meet the significant demand from Chinese consumers for Australian skincare, vitamins, minerals and supplements (VMS). With our enhanced combination of online services and our hyper-personalisation engine, OpenDNA is uniquely placed to understand consumer buying behaviour and to provide a personalised shopping experience to deliver products that the consumers like and want. We look forward to updating shareholders of our further progress over the coming weeks and months.”

ENDS

1. Source: <https://www.statista.com/statistics/828514/total-dietary-supplements-market-size-globally/>

2. Source: www.cmaustralia.org.au/resources/Documents/Complementary-medicines-in-China-report%20May2017.pdf

For further information, please visit the OpenDNA website at www.opendna.ai or contact:

Bryan Carr
Chief Executive Officer

Peter Nesveda
Corporate Affairs & International Investor Relations

Ph: +61 8 6444 1702
Email: hello@opendna.ai

Ph: +61 3 9504 8420
Email: peter@intuitiveaustralia.com.au



Follow OpenDNA on
Twitter @[OpenDNAOfficial](https://twitter.com/OpenDNAOfficial)

About OpenDNA Limited

The OpenDNA Group of companies provides fully integrated digital marketing and customer acquisition services focusing on driving online sales for its clients. Powered by the OpenDNA hyper personalisation and profiling Artificial Intelligence System, OpenDNA provides personalised real-time, targeted marketing. With a key focus on driving sales in Australia and China the Company's Roolife online e-Commerce marketplace assists businesses to sell directly to Chinese consumers and accept payment via the Wechat and Alipay mobile payments platforms. Roolife's key positioning is about knowing and remaining connected with Chinese consumers, allowing brands to continually sell products to Chinese Consumers based on their profiles and purchasing behaviours.