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OPN signs deal with Better Nature to sell online into China

- **OpenDNA signs up Health and Wellness company and Preferred Supplier of Netball WA and West Coast Fever, Better Nature, to RooLife platform**
- **OpenDNA to assist Better Nature's market entry into China, provide digital marketing and drive sales through its RooLife online platform**
- **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**") has entered into a binding agreement with Health and Wellness company, **Better Nature**, (www.betternature.com.au) to lead its market entry into China and to drive online sales.

Better Nature, built on 20 years' experience producing naturally sourced, Australian-made health and wellness products, is the **Preferred Supplier** to **Netball WA** and **West Coast Fever** and is well credentialed to achieve success and sales growth in China in partnership with OpenDNA and RooLife.

Under the terms of the agreement, OpenDNA, will generate revenue from the provision of market entry services, provision of digital marketing and is to receive commission on all products sold through the company's RooLife platform.

Better Nature's health and wellness products are 100% naturally sourced, vegetarian, vegan friendly and Australian made and are expected to appeal strongly to Chinese consumers. Combining naturally sourced ingredients and innovative science, Better Nature delivers natural health solutions which aligns perfectly with RooLife's mission statement for selling, high-quality Australian-made products into China.

"Better Nature's products combine innovative science with naturally sourced ingredients to deliver positive health and wellness outcomes. As the Preferred Supplier of Netball WA and West Coast Fever we think our products have the right pedigree and proven performance to excel in the Chinese market. We are delighted to be working with OpenDNA to jointly grow sales of our products." Better Nature's CEO Alain van Reyk commented.

This agreement is a further example 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.

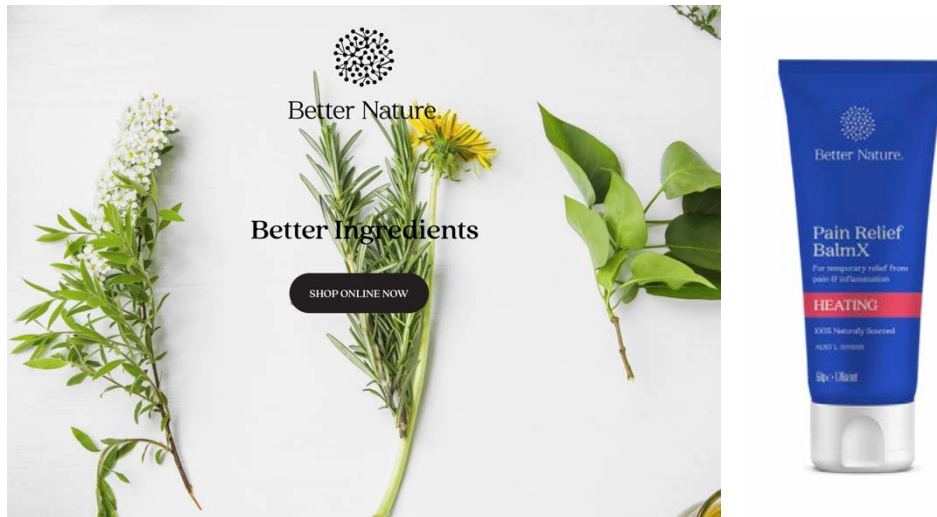


Figure 1: OpenDNA’s RooLife Platform to market and distribute Better Nature’s products online and into China

The partnership with Better Nature extends OpenDNA’s reach and range in the Health and Wellbeing market in China which is forecast to reach US\$60b in sales by 2020.¹

OpenDNA CEO, Mr Bryan Carr, commented, “We are excited to be working with Better Nature and look forward to achieving mutual success by driving sales of their products in Australia and China. Better Nature’s products come highly endorsed as the supplier to high-level sporting teams, they are Australian-made and 100% natural and so are perfectly positioned to achieve success in China.”

We look forward to updating shareholders of our further progress over the coming weeks and months.

ENDS

1. 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:

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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.