



1 March 2019

Artificial intelligence and e-Commerce marketing company OpenDNA Limited (ASX: OPN) (“**OpenDNA**” or the “**Company**”) provides the attached Appendix 3Y: Change of Director Interest Notice for Mr Grant Pestell.

The Appendix 3Y notifies of the sale of securities by an entity in which Mr Pestell has, by definition, a “relevant interest” due to the fact that he has a shareholding of more than 20% in that entity, but in respect of which Mr Pestell neither has any ability to exercise control, whether personally as a director or as a shareholder, nor had any involvement in or knowledge of the sales referred to in the Appendix 3Y.

The Company has advised both Mr Pestell and the other directors of the entity concerned, that notwithstanding the above circumstances the Company’s trading policy applies to all entities in which Mr Pestell holds a relevant interest, and has requested (and the entity has agreed) that the relevant associated approval and notification protocols be strictly adhered to in the future.

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.

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

Name of entity	Open DNA Limited
ABN	14 613 410 398

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Grant Pestell
Date of last notice	12 December 2018

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Direct/Indirect interest
Nature of indirect interest (including registered holder) <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	<p>Mr GA and Mrs B Pestell ATF Pestell Superannuation Fund.</p> <p>Mr Pestell owns 25% of Digrevni Investments Pty Ltd (Digrevni). Mr Pestell also has a 25% interest in Artemis Corporate Limited (Artemis) and a 24% interest in Storm Enterprises Pty Ltd (Storm).</p> <p>Other than the superannuation fund noted above, none of the above entities are controlled by Mr Pestell, nor does he have the capacity to determine their ability to dispose of securities they hold from time to time.</p>
Date of change	1 February 2019 25 February 2019

+ See chapter 19 for defined terms.

Appendix 3Y
Change of Director's Interest Notice

<p>No. of securities held prior to change</p>	<p>5,163,736 fully paid ordinary shares</p> <p>2,000,000 unlisted options exercisable at \$0.30 each on or before 9 September 2019</p> <p>1,500,000 unlisted options exercisable at \$0.35 each on or before 30 June 2021</p> <p>1,500,000 unlisted options exercisable at \$0.40 each on or before 30 June 2023</p> <p>3,500,000 unlisted Options exercisable at \$0.05 on or before 31 October 2021</p>
<p>Class</p>	<p>Fully Paid Ordinary Shares</p>
<p>Number acquired</p>	<p>N/A</p>
<p>Number disposed</p>	<p>69,777 on 1 February 2019</p> <p>381,120 on 25 February 2019</p>
<p>Value/Consideration <small>Note: If consideration is non-cash, provide details and estimated valuation</small></p>	<p>\$0.04 per share</p>
<p>No. of securities held after change</p>	<p>4,712,839 fully paid ordinary shares</p> <p>2,000,000 unlisted options exercisable at \$0.30 each on or before 9 September 2019</p> <p>1,500,000 unlisted options exercisable at \$0.35 each on or before 30 June 2021</p> <p>1,500,000 unlisted options exercisable at \$0.40 each on or before 30 June 2023</p> <p>3,500,000 unlisted Options exercisable at \$0.05 on or before 31 October 2021</p>
<p>Nature of change <small>Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back</small></p>	<p>On Market Trade</p>

+ See chapter 19 for defined terms.

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	N/A
Name of registered holder (if issued securities)	N/A
Date of change	N/A
No. and class of securities to which interest related prior to change <small>Note: Details are only required for a contract in relation to which the interest has changed</small>	N/A
Interest acquired	N/A
Interest disposed	N/A
Value/Consideration <small>Note: If consideration is non-cash, provide details and an estimated valuation</small>	N/A
Interest after change	N/A

Part 3 – ⁺Closed period

Were the interests in the securities or contracts detailed above traded during a ⁺ closed period where prior written clearance was required?	Yes
If so, was prior written clearance provided to allow the trade to proceed during this period?	No (See Cover Release)
If prior written clearance was provided, on what date was this provided?	N/A

⁺ See chapter 19 for defined terms.