



12 March 2019

OPN's RooLife to market & sell EVE's Meluka Honey in China

- **Meluka Honey selects OpenDNA to support its China market entry and drive sales of its products in China on OpenDNA's RooLife platform**
- **RooLife to sell and distribute Meluka's Organic, Australian Honey derived from 1,000-year-old Tea Trees from NSW's pristine Bungawalbin Valley¹**
- **OpenDNA to assist Meluka Honey's market entry into China, provide digital marketing and valuable customer insights via OpenDNA's hyper personalisation and profiling Artificial Intelligence System**
- **OpenDNA to receive commission on sale of all products and fees for marketing services for sale of Meluka Honey 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 EVE Investment's (ASX:EVE) **Meluka Honey**, (www.melukahoney.com.au), to lead its market entry into China and to drive online sales for its honey products in China.

Under the terms of the agreement, OpenDNA will earn revenue from the provision of market entry services, delivery of digital marketing activities and is to receive commissions on all products sold through the company's RooLife platform. The term for distribution of Meluka Honey's products is for an initial 12-month period with the option to extend for a further 12 months.

EVE Investment's Executive Director, Bill Fry, commented, "The China market presents a huge opportunity for Meluka Honey and we are delighted to partner with OpenDNA to market and sell our high-quality and unique honey products in a market with strong demand for high-quality honey. Meluka Honey is produced from bees foraging from some of the most protected, cleanest and greenest native bush in the world. This incredible source allows us to produce honey that is superior in both taste and quality and we expect our honey to appeal strongly to Chinese consumers."

This agreement further advances 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 natural products in China. Meluka Honey is expected to be in high

demand in China which is one of the fastest-growing markets for natural honey in the world where consumption of natural honey has grown consistently, increasing by 112.5% since 2013.²

With the integration of OpenDNA's Artificial Intelligence System, the RooLife e-Commerce platforms will continuously assess and refine the products offered to customers and gather intelligence about its customers' preferences and buying habits, in turn providing merchants such as Meluka Honey, with valuable insights into their end customers in China.

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.



Figure 1: OpenDNA's RooLife Platform to market and distribute Meluka Honey's products online and into China

OpenDNA CEO, Mr Bryan Carr, commented, "Securing a partnership such as this, which incorporates marketing services and sales distribution rights with a high-end and unique producer such as Meluka Honey is a win-win for both companies.

High-quality Australian honey is in demand in China and with the unique properties of Meluka Honey we expect their honey to be able to be clearly differentiated in the market and to be attractive to consumers seeking honey that not only tastes great but also provides health benefits.¹ Its anti-oxidant and sustained anti-microbial qualities derived from the natural bio-active properties of the Melaleuca Alternifolia tea tree are unique¹ and align well with the core elements of Traditional Chinese Medicine (TCM)."

We look forward to continuing to update shareholders of our further progress as we work to add to the portfolio of products to be distributed in China on our RooLife platform.

ENDS

1. Source: www.melukahoney.com.au

2. Source: www.worldstopexports.com/natural-honey-imports-by-country

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

Bryan Carr
Chief Executive Officer
Ph: +61 8 6444 1702
Email: hello@opendna.ai

Peter Nesveda
Corporate Affairs & International Investor Relations
Ph: +61 3 9504 8420 or +61 412 357 375
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 of products and services 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.