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OPN's RooLife to sell Australian Tourism packages to China

- **OpenDNA to market and sell Australian Tourism packages from Sightseeing Pass Australia directly to Chinese tourists via its RooLife platform and websites**
- **New revenue line for tourism products with payments to be collected via WeChat and Alipay from Chinese tourists both in China and Australia with commission on all products to be retained by OpenDNA**
- **OpenDNA's hyper personalisation and profiling Artificial Intelligence engine to provide valuable customer insights into the Chinese tourist market and opportunity for additional targeted marketing and sales**

Artificial Intelligence (**AI**) and e-Commerce marketing company OpenDNA Limited (ASX: OPN) ("**OpenDNA**" or the "**Company**") has entered into a 2-year agreement to market and sell Australian tour packages with **Sightseeing Pass Australia** (www.sightseeingpassaustralia.com) to Chinese tourists and travellers.

Under the agreement OpenDNA's RooLife e-Commerce platform and hyper-personalisation AI engine will market to and profile prospective travellers and suggest appropriate travel plans to Chinese visitors seeking holiday packages in Australia.

OpenDNA will receive commissions on all products sold through the Company's RooLife platform and will generate valuable insights into Chinese tourist travel plans which is expected to allow the Company to additionally market and sell relevant high-quality Australian products online via its RooLife e-Commerce platform.

Sightseeing Pass Australia and OpenDNA will provide tour package marketing material in Mandarin and Sightseeing Pass Australia will source and deliver all tour packages with a focus on guided tours delivered by guides in Mandarin language.

This partnership with Sightseeing Pass Australia opens up access for OpenDNA to Australia's largest inbound tourism sector of 1.43 million Chinese tourists currently spending \$10 billion per annum.¹ The number of Chinese tourists visiting Australia is forecast to grow annually by 11.9% over the next 10 years to reach 3.9 million visitors spending \$26 billion per annum by 2026-27² and with only 8.7% of Chinese citizens holding passports in 2018³ the potential for significant growth for RooLife tourism services is strong.

The integration of OpenDNA’s China marketing and sales capabilities with Sightseeing Pass Australia’s multi award-winning online travel platform will provide access to more than 350 tours and multi-attraction Discounted Passes which are expected to have strong appeal to Chinese travellers both ahead of travelling and during their time in Australia.

The agreement extends RooLife’s capabilities to include Sightseeing Pass Australia’s unique online offering with an easy-to-use booking platform accessing some of Australia’s best experiences. It will also allow industry partners in China and Australia to be able to access great travel deals with OpenDNA to manage collection of all payments via the WeChat and Alipay payment methods.



Figure 1: OpenDNA’s RooLife Platform to market and distribute Sightseeing Pass Australia’s travel and tour products online directly to Chinese tourists.

“By bundling different tours and attractions together, Chinese visitors will have the ability to purchase Discounted Passes before they travel, providing them with an easier decision on what to see and do on their holiday and do it when it suits them.” commented Sightseeing Pass Australia’s managing director, Chad D’Souza.

OpenDNA’s entry into the Tourism sector forms part of the Company’s strategy to engage with tour operators and tourist destinations in Australia, enabling them to accept WeChat and AliPay payments on site allowing Chinese travellers to make purchases using their preferred payment method on their mobile phone, connecting the merchant with the consumer creating the opportunity for ongoing sales.

OpenDNA CEO, Mr Bryan Carr, commented, “We are delighted to partner with Sightseeing Pass Australia to focus on servicing the large and growing market for Chinese tourists and

travellers visiting Australia. We were immediately attracted by the like-minded approach to make it easy for Chinese travellers to access and visit some of Australia's great tourism attractions and offerings.

Our combined offering will allow us to promote tours directly to Chinese travellers online, accept payment from their mobile wallet either via WeChat or Alipay and rely upon a well-known and highly-credentialed tour aggregator such as Sightseeing Pass Australia to deliver the tour packages - it's a perfect solution for both companies and all Chinese tourists.

We expect this new product offering to be a digital disruptor and game changer in the tourism sector by influencing and guiding Chinese tourist's travel plans early in their travel planning process, providing planned itineraries focussed on their needs and delivered with safety and convenience in mind."

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

ENDS

1. Source: www.abs.gov.au/ausstats/abs@.nsf/products/961B6B53B87C130ACA2574030010BD05
2. Source: www.tra.gov.au/data-and-research/chinese-free-and-independent-travellers-their-potential-for-regional-australia
3. Source: www.jingtravel.com/number-of-potential-chinese-outbound-tourists-double-by-2020

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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 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.

About Sightseeing Pass Australia

Sightseeing Pass Australia is a multi award-winning travel business offering over 350 tours & attractions across Australia through its online platform designed so travellers can seamlessly plan, organise and book multiple tours or attractions in one transaction and receive instant confirmation. The business is Australian owned and operated by experts with over 50 years combined experience in tourism. The Sightseeing Pass Australia website bundles the best travel experiences on offer, along with the best online pricing and a simple to use booking system.