



2 April 2019

OPN Board Changes - Director Resignation & Appointment

Artificial Intelligence and e-Commerce marketing company OpenDNA Limited (ASX: OPN) ("**OpenDNA**" or the "**Company**") announces strategic changes to its board composition, with Mr Bryan Carr joining the board as Managing Director and Mr Jay Shah stepping down from his role as Non-Executive Director, with the changes effective 2nd April 2019.

In announcing his resignation, Mr Shah commented, "OpenDNA is entering a very exciting phase in its lifecycle and as the major shareholder I am delighted to see the pathway to revenue that the company has embarked upon that incorporates OpenDNA's hyper-personalisation AI capability with RooLife's China-focussed e-Commerce solution.

This and the inclusion of the CHOOSE Digital business should ensure a very exciting growth period ahead for all the shareholders of OpenDNA. I look forward to a very long association with the company and offer managing director Bryan Carr and the management team my full support for the journey ahead."

OpenDNA chairman, Mr Grant Pestell, acknowledged Mr Shah for his contribution to the Company, "Jay has been a highly valued member of the Executive team and most recently the Board and the entire Company has benefited from his knowledge. His contribution has been greatly appreciated and we wish him success in his future ventures," he said.

"We are delighted to have Mr Carr joining the board as managing director of the group as we focus on driving revenue across new sales verticals with a broadened product range and capability," Mr Pestell commented.

Mr Carr is an experienced ASX public company director and brings significant China-based business experience, including 10 years based in Beijing working in the e-Commerce and mobile payment sectors. He has a successful track record across a range of technology commercialisation businesses and projects, including mobile payment systems (Fintech), e-Commerce and supply chain/logistics management systems.

"I am excited by the opportunity in front of us as a business and delighted to be taking on the role of managing director at such an important time for the company. OpenDNA is moving into the next phase of its business development as we concentrate our efforts on revenue generation and the commercialisation of our products. Our key positioning is about knowing and remaining connected to consumers online and with our China-focussed e-Commerce capabilities, assisting brands to continually sell products to Chinese consumers based on their profiles and purchasing behaviour is very powerful." Mr Carr stated.

ENDS

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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.