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## OPN RooLife platform extends reach with Novatti China Payments

- OpenDNA (ASX:OPN) and Novatti (ASX:NOV) payments agreement increases consumer reach of RooLife
- OpenDNA's RooLife now to also accept and process payments in AUD from Chinese WeChat and Alipay account holders in Australia
- OpenDNA to earn commission on all transactions from its merchants and customers on the RooLife e-Commerce platform for all payments processed
- OpenDNA's hyper personalisation and profiling Artificial Intelligence engine to provide valuable customer insights and opportunity for additional targeted marketing and sales

Artificial Intelligence (AI) and e-Commerce marketing company OpenDNA Limited (ASX: OPN) ("**OpenDNA**" or the "**Company**") and Novatti Group Limited (ASX:NOV) ("**Novatti**") have entered into an agreement further extending the Company's payment processing capability to service Chinese tourists, business travellers, students and Chinese living in Australia.

Integration of Novatti's China Payments platform with the Company's RooLife portal seamlessly enables purchase of products and services from WeChat and Alipay made by Chinese when in Australia, extending the capability for RooLife to process payments directly in Australian Dollars, optimising the Company's position with foreign exchange movements.

This new partnership opens up further opportunities for the Company in addition to the sale of retail goods and tourism services, adding payment processing for items such as education fees, rent, utility bills and other payments, for which OpenDNA will receive commission on all payments processed, with no additional or upfront costs to be incurred.

The service will optimise transactions between RooLife's merchants and customers in Australia, delivering fast settlement via an Australian domestic funds transfer to the merchant's Australian account in AUD from WeChat and Alipay payment transaction made by Chinese when in Australia.

Novatti's China Payments modules will be added to OpenDNA's RooLife e-Commerce platform and hyper-personalisation AI engine, providing additional customer profiling and valuable

insights into Chinese residents, tourists and business travellers' purchasing habits, creating additional opportunities for sales of products.

Novatti CEO, Peter Cook commented: "OpenDNA and Novatti are enabling new revenue streams whilst helping tourists and general Chinese consumers to better interact with Australian businesses and to purchase additional Australian products and services. The partnership between OpenDNA and Novatti should create excellent new revenue streams for both companies."

OpenDNA CEO, Mr Bryan Carr, said, "We are delighted to partner with Novatti and the China Payments business to service the large and growing market for purchases made using the most widely-used payment methods in China - WeChat and Alipay.

Our RooLife online platform combined with Novatti's innovative payment processing capability which manages AUD transactions across WeChat and Alipay, is a powerful combination that we expect to apply across multiple sectors including retail, tourism, education and real estate services to name a few."

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

For further information, please visit the OpenDNA website at [www.opendna.ai](http://www.opendna.ai) or contact:

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### **About OpenDNA Limited (ASX:OPN)**

*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 Novatti Group Limited (ASX:NOV)**

*Novatti is an award-winning global software technology, utility billing and payment services provider. Novatti's robust and efficient software solutions include Consumer Digital Wallets, Branchless Banking, Mobile Money, Bill Payments, Remittance Services and Voucher Management Systems. Novatti's transaction processing services include Flexepin, an open-loop cash voucher service, Flexewallet for remittance and compliance services, Chinapayments.com for bill payment services and Vasco Pay a prepaid reloadable Visa card. Novatti applied to APRA for a Restricted Authorised Deposit Institution (RADI) licence in November 2018.*