

## ASX ANNOUNCEMENT

08 April 2019

### Expansion of China Payments partnerships & processing

#### Highlights

- **OpenDNA partners with Novatti for Alipay and Wechat Pay processing**
- **New channel for retail, education and tourism payments for Chinese consumers**
- **B2B partnerships continue to grow**

**Novatti Group Limited (ASX: NOV, “Novatti”)** is pleased to announce that OpenDNA Limited (ASX:OPN) has selected Novatti to provide processing for Alipay and Wechat Pay for its RooLife portal. The RooLife portal enables purchase of products and services in Australia and extends the capability for RooLife to process payments directly in Australian Dollars, optimising OpenDNA’s position with foreign exchange movement for goods and services purchased within Australia.

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.

OpenDNA CEO, Mr Bryan Carr, commented, “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.”

Novatti CEO, Peter Cook noted "OpenDNA bring a very innovative service to the market and with significant analytics and value add. Novatti is pleased to be their selected Chinese payments processing partner. This B2B agreement is one of many we aim to bring to market, the majority of which will provide per transaction fees that will be dependent on the number of transactions. We are focussed on growing our number of B2B partners."

#### Strategic Consideration

Novatti continues to create B2B processing partnership agreements with other innovative payments companies and financial institutions and in particular for the processing of cross border payments and allied services. Over the last year this includes agreements with ePay Australia and IncentiaPay Limited (ASX:INP) for the extension of Novatti’s processing of Alipay and Wechat Pay payments.

- ePay Australia announced on 20 December 2018 that the ePay app is available on the CBA Albert terminals for processing of Alipay payments<sup>1</sup>.
- ePay Australia announced on 3 April 2019 that GM Cabs is using an ePay solution for Alipay processing.<sup>2</sup>

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<sup>1</sup> <https://www.commbank.com.au/guidance/newsroom/cba-leads-major-banks-with-launch-of-alipay-201812.html>

<sup>2</sup> <http://www.gmcabs.com.au/alipay-now-offered-in-gm-cabs/>

- IncentiaPay and Novatti announced a processing partnership on 28 November 2018.
- Novatti launched its Chinapayments.com portal in April 2018 for the processing of BPay payments using Alipay and Wechat Pay.

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**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 subsidiary Flexewallet Pty Ltd holds an Australian Financial Services Licence No 448066 and is registered with AUSTRAC as a Remittance Network Provider. Novatti applied to APRA for a Restricted Authorised Deposit Institution (RADI) licence in November 2018.

[www.novattigroup.com](http://www.novattigroup.com)

**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.