



## ASX ANNOUNCEMENT

12 April 2019

### IncentiaPay Sells Performance Marketing business to OpenDNA

IncentiaPay Limited (ASX: INP) (**IncentiaPay** or the **Company**) has entered into a binding agreement to divest the Performance Marketing business to OpenDNA Limited (ASX OPN)

The sale is structured as a share sale of all of the shares in Blackglass Pty Ltd ACN 114 807 340 (**the Transaction**). The Performance Marketing business will be sold for a total consideration of \$300k with \$100k payable on completion and the balance subject to a working capital adjustment.

INP expects the Transaction to complete by the end of April, and is subject to customary conditions precedent

For further information, please contact:

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