



15 April 2019

Placement Completed Oversubscribed

Artificial Intelligence (AI) and e-Commerce marketing company OpenDNA Limited (**ASX: OPN**) ("**OpenDNA**" or the "**Company**") is pleased to announce it has closed its capital raising oversubscribed and has accepted subscriptions under a placement of securities to sophisticated and professional investors ("**Placement**") to raise \$2,000,000 before costs.

Under the Placement, the Company will issue a total of 50,000,000 new fully paid ordinary shares ("Shares") at \$0.04 per Share, together with one free attaching listed option for every two Shares ("Options"), with each Option having an exercise price of \$0.05 per share and an expiry date of 31 October 2021.

The Placement will be undertaken in two tranches. The first tranche of the Placement will be completed and the shares issued in the next few days utilising the Company's existing placement capacity under ASX Listing Rules 7.1 and 7.1A.

A total of 33,333,333 new fully paid ordinary shares ("**Shares**") having an issue price of \$0.04 per Share, together with 16,666,667 free attaching options (on a 1 for 2 basis) having an exercise price of \$0.05 and an expiry date of 31 October 2021 ("**Options**"), will be issued pursuant to tranche 1, raising \$1,333,333 before costs. Of these securities, 20,687,413 Shares will be issued under Listing Rule 7.1A and the balance of Shares and Options will be issued under Listing Rule 7.1.

The second tranche of the Placement, which is subject to shareholder approval, comprises 16,666,667 Shares and 8,333,333 associated Options to raise approximately \$666,667 before costs. The Company will seek shareholder approval of the tranche two Placement Shares and Options at a general meeting of shareholders to be held in May 2019.

All of the Shares issued will be on the same terms as, and rank equally in all respects with, the existing fully paid ordinary shares in the Company.

Use of Funds

Funds raised from the Placement will be applied to fund the expansion of the RooLife platform and services, and general working capital.

opendna.ai

Unit B9, 1st Floor 431 Roberts Rd Subiaco WA 6008

Registered as: OpenDNA Limited

ACN: 613 410 398

Lead Manager and Corporate Advisor

Triple C Consulting Pty Ltd ("Triple C") is acting as Lead Manager to the Placement. The Company has agreed to issue 3,000,000 Options to Triple C as part of the fees associated with the Placement.

ENDS

For further information, please visit the OpenDNA website at 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.

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