

23 April 2019

OpenDNA Completes Digital Marketing Company Acquisition

- Acquisition of Blackglass completed, expanding OPN's online marketing and customer acquisition capability
- Additional revenue streams and customers added to OpenDNA effective immediately
- OpenDNA adds Sydney office and team extending geographic footprint to established Perth, Singapore and China offices

Artificial Intelligence (AI) and e-Commerce marketing company OpenDNA Limited (**ASX: OPN**) ("**OpenDNA**" or the "**Company**") is pleased to announce it has completed the acquisition of digital marketing company, Blackglass Pty Ltd from ASX-listed IncentiaPay Limited (**ASX:INP**) ("**IncentiaPay**") in accordance with the announcement to the market on 12 April 2019.

Work has immediately commenced on the integration of Blackglass into the OpenDNA group which will add to the strong revenue growth already being achieved by the company and expected to continue in the coming Quarters.

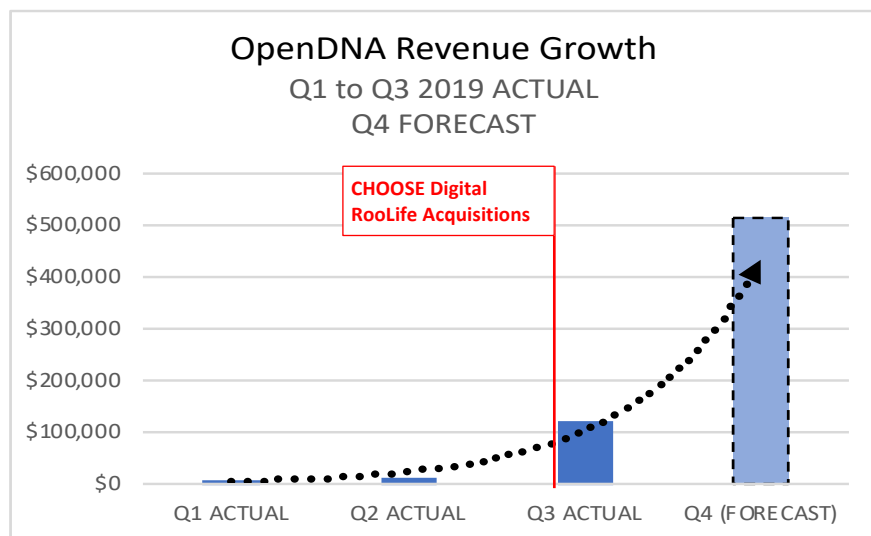


Figure 1: OpenDNA Actual Revenue Q1-Q3 2019 & Forecast Q4 2019

The addition of Blackglass extends the group's capability to better service the online marketing, customer acquisition and profiling requirements of the RooLife business and provides access for OpenDNA's Artificial Intelligence System into new markets and customers.

In the short period since December 2018, OpenDNA has rapidly built a diverse, high-quality base of stable customers and revenue lines, which are expected to continue growth and reach of the company's operations in both Australia and China.

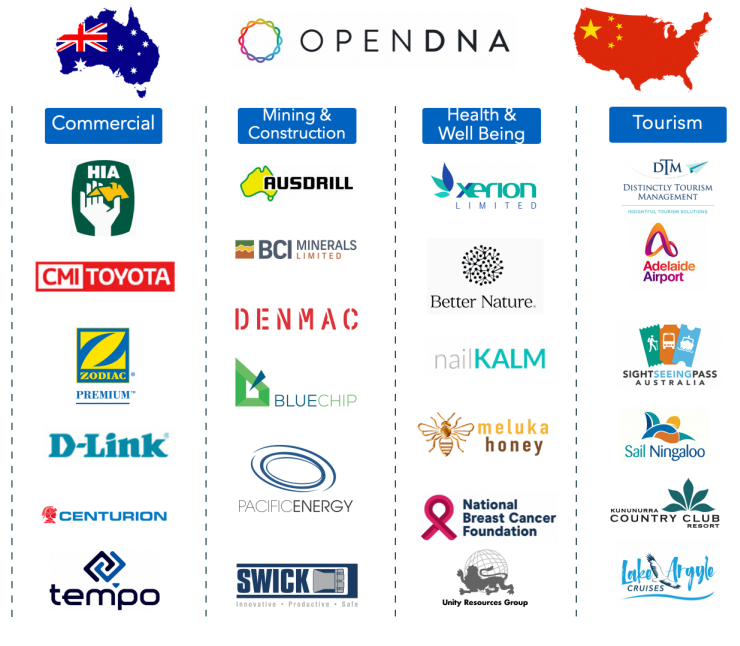


Figure 2: OpenDNA's growing customer base achieved since December 2018

CEO Bryan Carr commented, "We are delighted to welcome the talented members of the Blackglass team into the OpenDNA group. Expanding our business capabilities with an office and people on the ground in Sydney enhances our service offering and provides direct reach to a growing number of customers for our complete range of products and services in both Australia and China.

This is a further step in the commitment we made to shareholders to drive revenue and growth of OpenDNA and we look forward to continuing to update shareholders of OPN's growth over the coming weeks and months."

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.