

UNDERSTAND

ACQUIRE
CHOOSE
DIGITAL



CONVERT
RooLife

UNDERSTAND

ASX:OPN

Investor Update

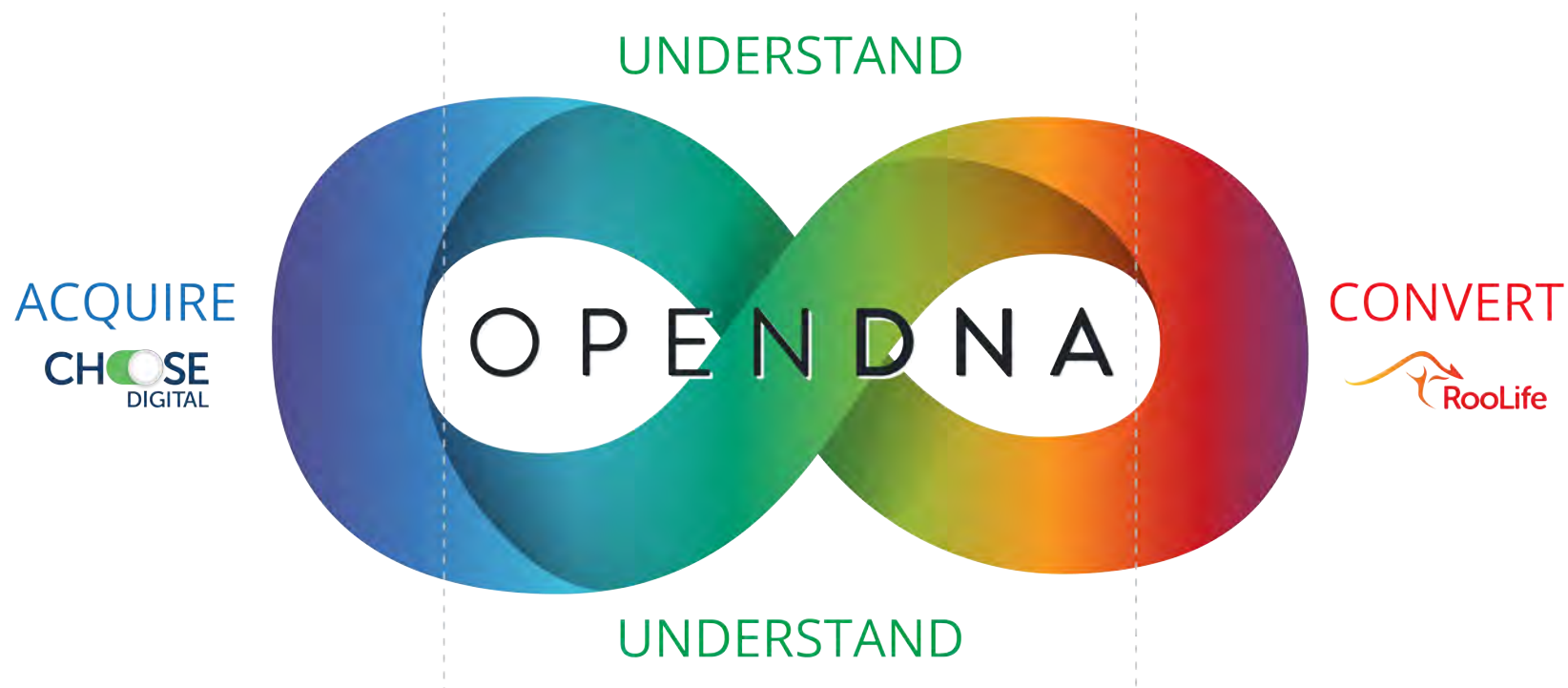
28 June 2019

ABOUT OPENDNA

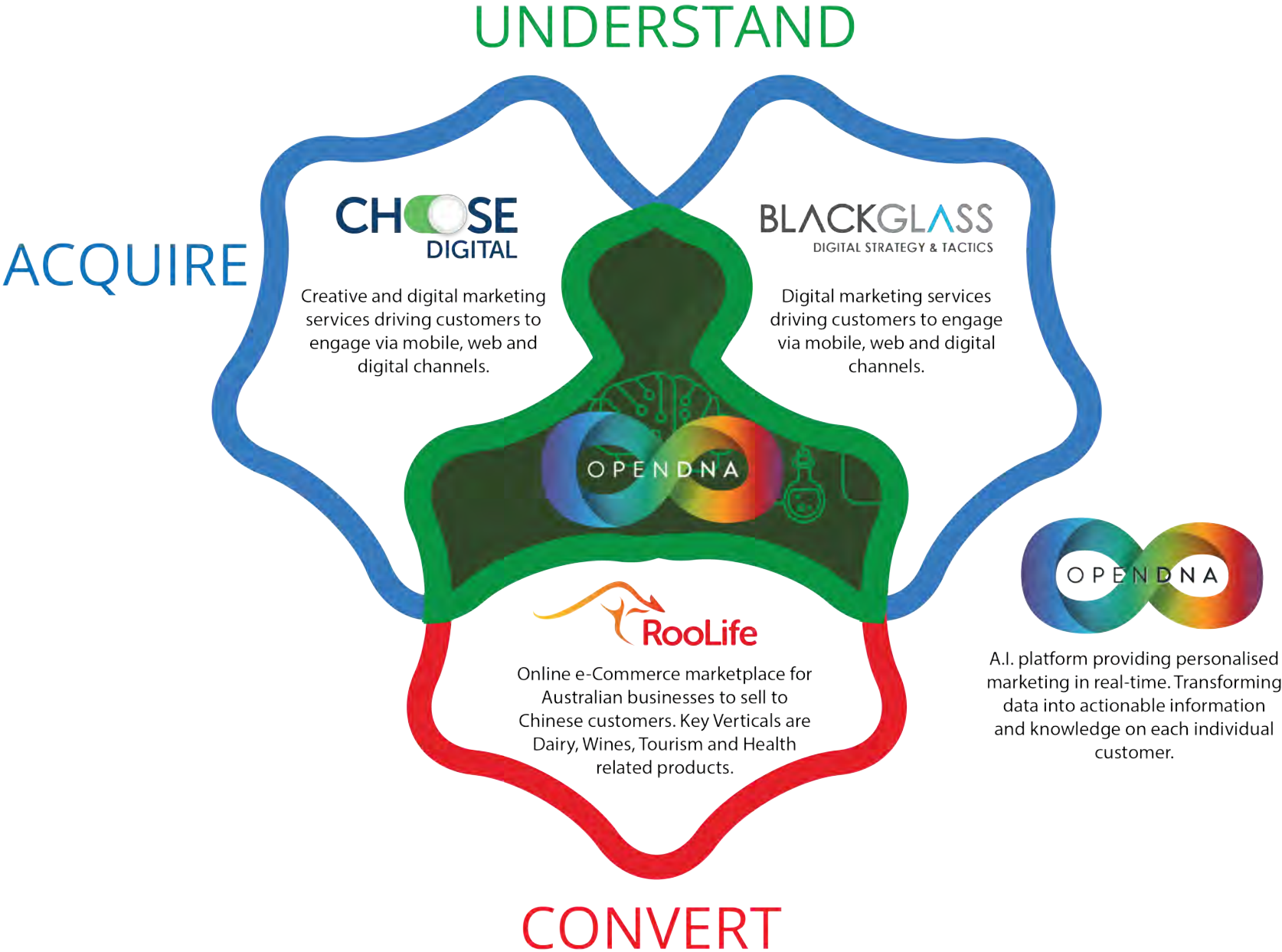
OpenDNA (**OPN.ASX**) is a fully integrated digital marketing and customer acquisition company focusing on **driving online sales** of products and services for its clients.

OpenDNA provides **personalised, real-time targeted marketing** using its hyper-personalisation and profiling Artificial Intelligence System.

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 process payments via **WeChat** and **Alipay**.



OPENDNA (ASX:OPN) A unique combination of capabilities



OPENDNA – Delivering a growing Customer and Revenue Base

300% + Quarter on Quarter Growth in Cash Receipts FY2019

FY2019 GROWTH

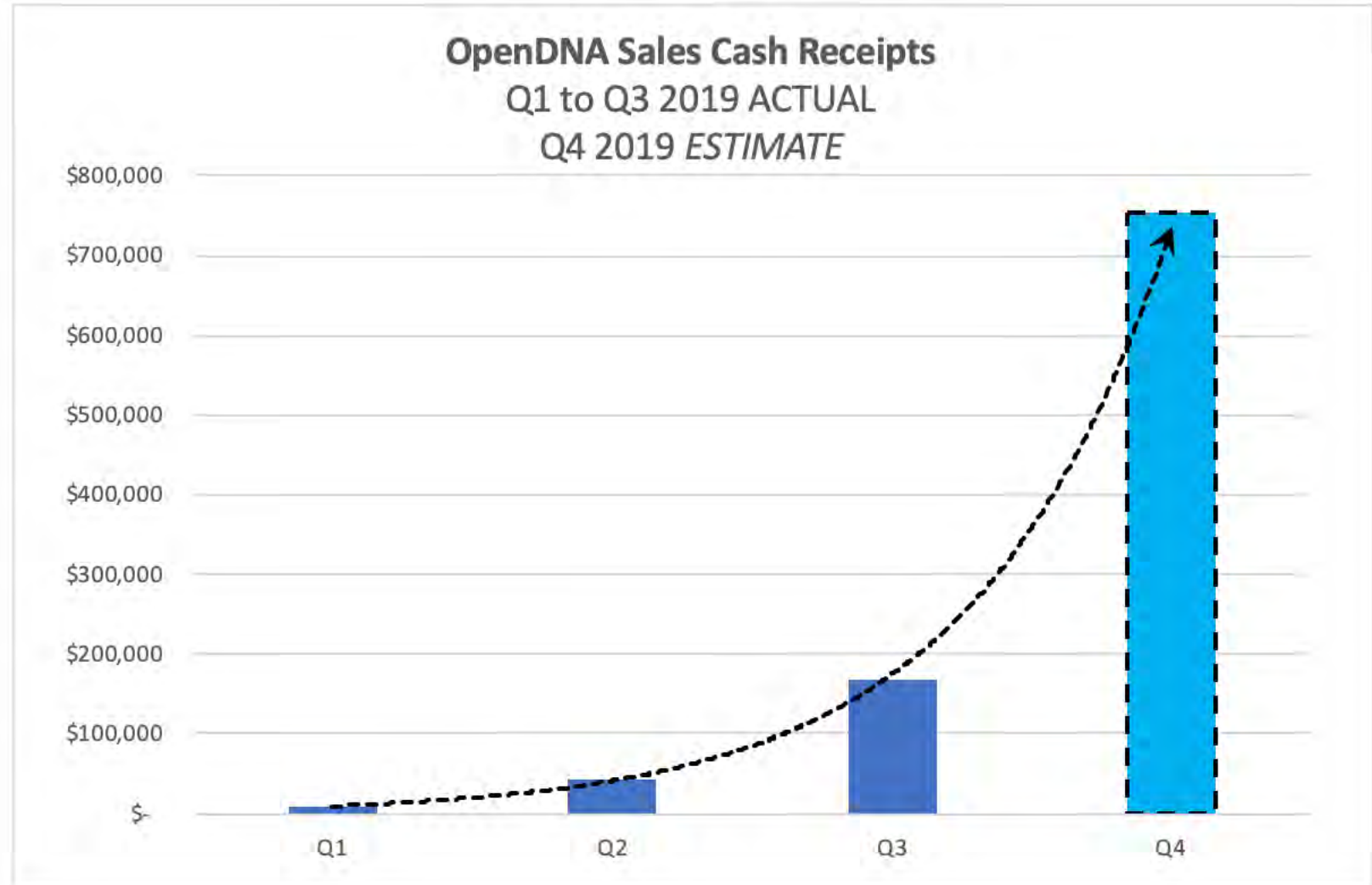
Q1 to Q2 Sales Receipts ↑ 320%

Q2 to Q3 Sales Receipts ↑ 300%

Q3 to Q4 Sales Receipts ↑ 350%
(Estimate)



FY19 NEW CUSTOMERS AND SALES



A GROWING CUSTOMER DATABASE CONTRIBUTING REVENUE



Commercial

Mining & Construction

Health & Well Being

Tourism



KEY DEVELOPMENTS IN 2019

- Integration of four business units into one integrated service business with multiple revenue streams:
 - ✓ Digital Marketing & Services in Australia & Internationally
 - ✓ Digital Marketing & Services in China
 - ✓ Royalties/commissions on product sales
- Growing revenue and cash receipts Quarter on Quarter:
 - ✓ Q1 to Q2 FY19 Cash Receipts ↑ 320%
 - ✓ Q2 to Q3 FY19 Cash Receipts ↑ 300%
 - ✓ Q3 to Q4 FY19 Cash Receipts ↑ 350%
- Growth in digital marketing client base including **Frasers Property** (www.frasersproperty.com.au)
- Growing number of contract wins for digital marketing and sales distribution with the Company's RooLife e-Commerce business for sale of products into China
- Established Brand Gateway for skincare, Vitamins, Minerals, Supplements (VMS) and Health & Wellbeing products for sale into China including **Petrus Pharmaceuticals** (www.petrus.com.au)
- Agreement to market and sell Australian tourism packages directly to Chinese tourists via its RooLife platform and websites
- Agreement to extend payment processing capability for WeChat and Alipay in Australia
- New e-Commerce Artificial Intelligence Recommendation Engine built and delivered - **DAISHU**
- Integration of Artificial Intelligence Recommendation Engine into RooLife e-Commerce Platform
- Appointed dedicated distributor in China for the sale and distribution of its Artificial Intelligence and Machine Learning technology




RooLife

Meeting the needs of all
Chinese Consumers

 **DAISHU**™

ECOMMERCE ENGINE

Collaborative filtering meets deep user psychographics.
Sales analytics meets broad knowledge graphs.

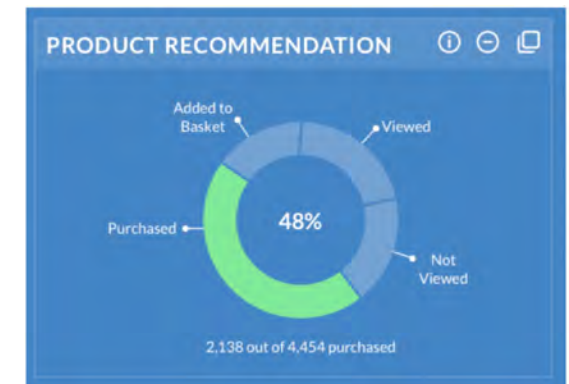
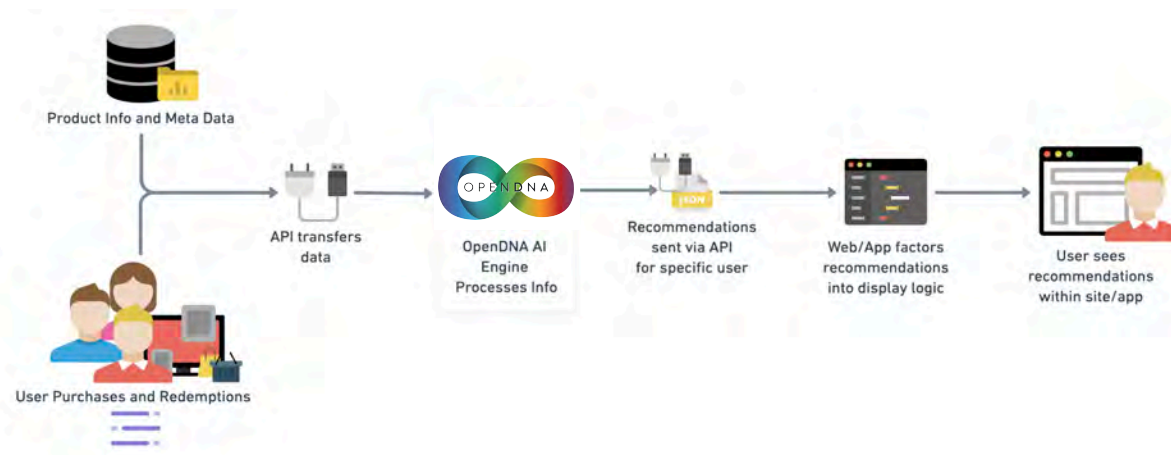
DAISHU E-COMMERCE RECOMMENDATION ENGINE LAUNCHED

- OpenDNA's Daishu is a collaborative filtering-based Recommendation Engine with strong e-Commerce applications designed to drive an uplift in sales revenue.
- It works by suggesting to the user products and offers that others, similar to that user, have previously purchased or redeemed and therefore carries the highest propensity for the user to engage with.
- As the user continues to use the service, the recommendations get more and more refined as they are associated with a tighter, defined user group .



ECOMMERCE ENGINE

Collaborative filtering meets deep user psychographics.
Sales analytics meets broad knowledge graphs.



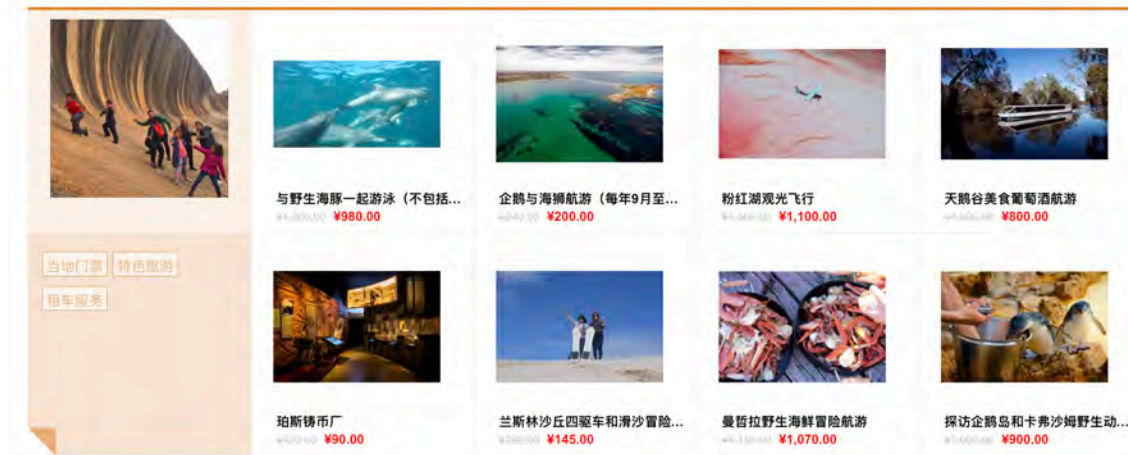
ROOLIFE E-COMMERCE PLATFORM

- ✓ RooLife e-Commerce Platform Live
- ✓ RooLife Websites Live
- ✓ Daishu AI Recommendation Engine Built and Integrated
- ✓ Brands Signed On
- ✓ Products Ready for Shipping and Delivery

Online marketing and sales campaigns commence in July 2019



特色服务



REVENUE STREAMS NOW ESTABLISHED

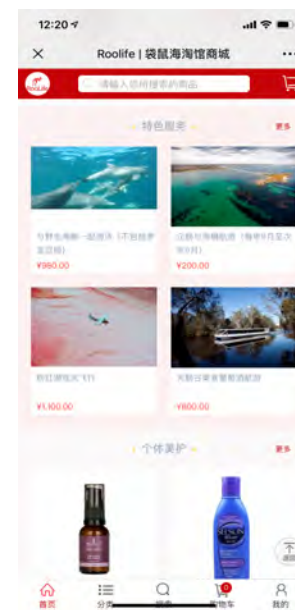
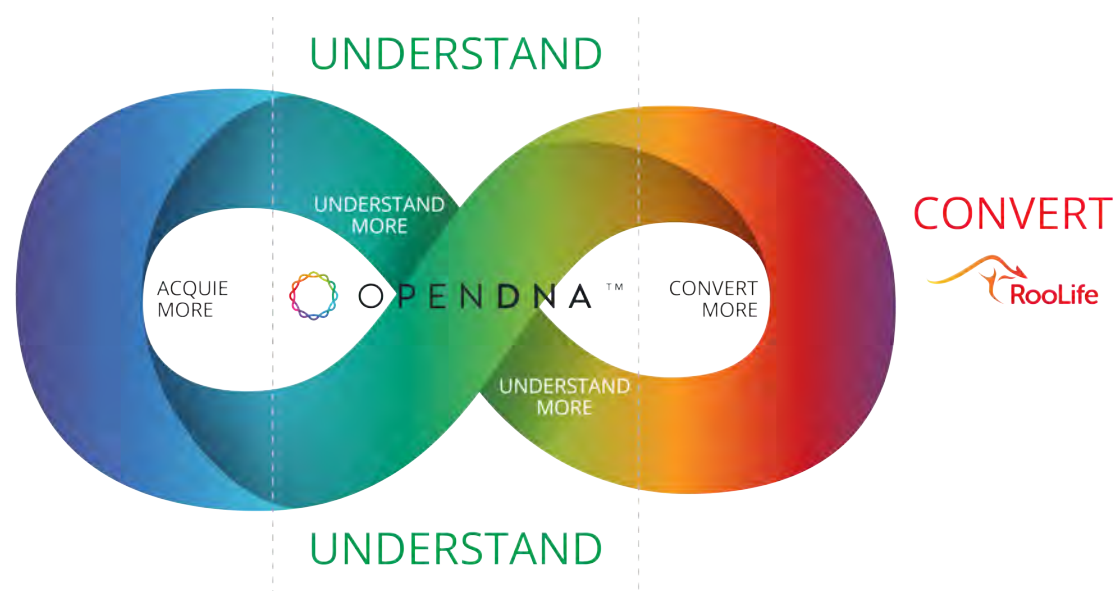
Digital & Online Revenue

- ✓ Online services & Marketing Fees
- ✓ Annuity Licensing & Retainer Fees
- ✓ Commission on all Transactions
- ✓ Customer Profiling and Business Analytics
- ✓ AI Personalization
- ✓ Advertising
- ✓ Cross selling across business units

Chinese Market Revenue

- ✓ Providing real-time AliPay and WeChat payments also extending to Marketing strategies for retail outlets, cellar doors and airport shopping.
- ✓ Marketing strategy for targeting Chinese Travelers
- ✓ Online e-Commerce platforms selling into China.
- ✓ Big Data Strategy – Better understanding your customer leads to increased sales.
- ✓ Product & Service Sales in Mainland China.

ACQUIRE
CHOOSE
DIGITAL
BLACKGLASS
DIGITAL STRATEGY & TACTICS



CORPORATE & STRATEGIC ACTIVITY 2019



- Growth Strategy implemented January 2019
- Company transitioned from Development to Sales & Revenue focus
- Acquisitions completed
 - CHOOSE Digital
 - RooLife
 - Blackglass
- RooLife Established in China, Hong Kong and Australia
 - Successful integration of OPN Technology into RooLife Platform
 - Established China Entity and China office in Qingdao
 - Established Hong Kong Entity
 - Sydney office established with Blackglass acquisition
 - Key customer and supply contracts signed to drive immediate revenue
- **Strong and diverse pipeline being built**



INTERNAL BUSINESS CAPABILITIES

CHOOSE DIGITAL & BLACKGLASS – ACQUIRE STAGE

CHOOSE Digital & BLACKGLASS are a fully-integrated digital marketing business which focusses on the development and implementation of customer acquisition strategies. The performing marketing arm of Choose Digital helps businesses make the most of their online presence

OpenDNA – UNDERSTAND STAGE

OpenDNA is an Artificial Intelligence system using multiple different layers. Combining Machine Learning, Neural Networks and Natural Language Processing to build detailed psychographic and behavioral maps on users.

RooLife – CONVERT STAGE

RooLife will provide Australian businesses with access to Mandarin-Language mobile shopping platforms in China and Australia, with integrated mobile payment processing. The RooLife billing platform and technology will provide Australian businesses with the ability to bill customers in China using the preferred method for consumers to make purchases using their mobile phones



RooLife CHINESE MARKET OPPORTUNITY

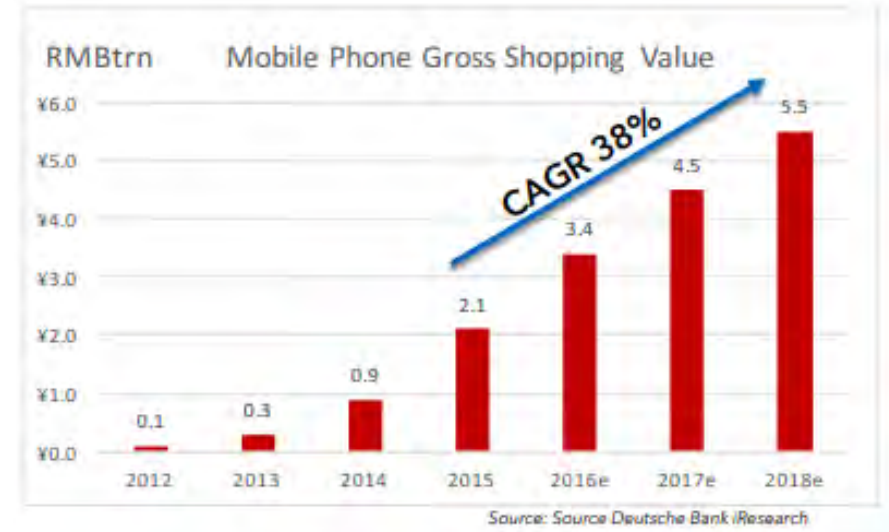
- ✓ Targeting growth in rapidly growing e-Commerce market in China where 76% of people used their smartphone to make purchases within the past three months.
- ✓ China's online shoppers are expected to increase to over 1 billion in 2019 from 587 million in 2018.
- ✓ Appointment of Artificial Intelligence (AI) reseller focused on the e-Commerce sector in China where over 56% of all online retail sales globally occur.¹

SPECIFIC MARKET SEGMENTS

Tourism - Converting an unplanned traveler to a planned traveler (1.4 Million Chinese Tourists visited in 2017 up 9.9% year on year).²

Vitamins, Minerals, Supplements, Skincare, Health & Wellbeing products based on high demand, with the annual revenue for this market segment estimated at US\$30billion in 2017 and with projected annual compound growth of 10% through to 2025.³

AI - China has been identified by PwC and McKinsey Global Institute as having the most to gain from AI technologies as it is expected to assist the country to improve its productivity levels. The sector has strong government support in China.⁴



1. Source www.emarketer.com/content/china-to-surpass-us-in-total-retail-sales
2. Source www.tra.gov.au/data-and-research/chinese-free-and-independent-travellers-their-potential-for-regional-australia
3. Source www.statista.com/statistics/828514/total-dietary-supplements-market-size-globally/
4. Source PwC, 2017; McKinsey Global Institute, 2017; www.fhi.ox.ac.uk/wp-content/uploads/Deciphering_Chinas_AI-Dream.pdf

ROOLIFE

AUTHENTIC, HIGH QUALITY AUSTRALIAN PRODUCTS TO CHINA

- Providing real-time WeChat and AliPay Point of sale solutions and marketing strategies
- Marketing strategy for targeting Chinese Travelers
- e-Commerce platforms selling into China
- Big Data Strategy – know the customer and sell them what they want and continue to do so
- Ongoing sales in Australia and China
- Establishing Daigou Sales Networks



OPENDNA – MANAGING CUSTOMER ENGAGEMENT FROM ACQUISITION TO TRANSACTION

WANG SHU, BEIJING



- ✓ Acquire
- ✓ Understand the customer
- ✓ Convert the customer - \$\$
- ✓ Retain
- ✓ Build loyalty & annuity revenues
- ✓ Increase shareholder value



DAISHU™

ECOMMERCE ENGINE

Collaborative filtering meets deep user psychographics.
Sales analytics meets broad knowledge graphs.



DAISHU HYPER-PERSONALISATION & FOCUSED MARKETING



OpenDNA Hyper-personalization video: [Click to view on YouTube](#)



THE NEXT 12 MONTHS

1. Driving a diverse range of revenue lines including:

- Ongoing monthly licencing fees from core AI technologies – Synapse /Mimoto and Daishu
- Ongoing and recurring monthly marketing retainers from key clients
- Commission on sales from high-margin, strong growth products from key Australian Premium Brands in China
- Commercialising the data and analytics through key insights captured from OpenDNA AI technologies with key Industry Bodies and Brands
- Through OpenDNA AI technology continually segmenting and profiling customers to upsell and cross promote - growing revenue
- Ongoing transactional revenues from sales through our payment gateways both in Australia and China.

2. Growing our National Footprint in Australia and expanding into key verticals in China.

3. Significantly expand and grow our customer base across multiple industry verticals (scalable and flexible business model):

- Expansion of AI capabilities and products into new sectors – Airports / Entertainment / Tourism and Tourism Bodies
- Fully integrated and holistic gateway for businesses wanting to enter the Chinese Market
- Tourism-focused solutions base on individual preferences and budgets
- Daigou strategy partnering with Chinese Students in Australia (Key Partners Student Edge and Insiders Guide)
- Australian facing Chinese business portal to allow Chinese-heritage, Australian residents to engage and transact through Wechat for everyday services and costs
- Key sales partnerships in key verticals

4. China Expansion and Sales:

- Multiple Vertical Approach – Tourism/Health and Well Being / e-Commerce
- Expand distribution and logistics partners in key locations in China
- Undertake dedicated and qualified marketing and sales strategy
- Further enhance our WeChat and Alipay payment services – primarily point of sale in Australia
- Leveraging our key licences for importing and selling online in China

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