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## **OPN's RooLife & Perth Airport partner to tap into lucrative China Tourism Market**

- Perth Airport and OpenDNA's RooLife partner to deliver innovative Chinese-language online Mobile Shopping platform via WeChat
- Perth Airport RooLife e-commerce platform will allow Chinese travellers to pre-order and purchase products and collect at Perth Airport on arrival and/or departure.
- Chinese shoppers will be able to make ongoing purchases during their stay in Australia and from China when they return home
- The Perth Airport & RooLife partnership provides Chinese shoppers authentic goods for collection at the airport or delivery to China
- Perth Airport to deliver a complete online and mobile shopping solution for Chinese consumers accepting payment via WeChat Pay and Alipay

Artificial intelligence (AI) and e-Commerce marketing company OpenDNA Limited (ASX:OPN) ("**OpenDNA**" or the "**Company**") is excited to announce its partnership with Perth Airport Pty Ltd ("**Perth Airport**") ([www.perthairport.com.au](http://www.perthairport.com.au)) to sell Perth Airport's retail products online to Chinese travellers in Australia and China.

Perth Airport is the Western Hub to Australia with approximately 14 million passengers travelling through its terminals per year. Approximately 14 direct flights from China and Hong Kong currently operate per week, providing a capacity of nearly 350,000 seats per year.

OpenDNA's role will be to provide all services to assist Perth Airport to grow sales to Chinese consumers through the RooLife platform, providing its online licencing for China, system hosting, marketing design, translation, sales promotion and management services to support and drive e-Commerce sales to Chinese shoppers.

OpenDNA will provide a customised version of its RooLife online shopping platform to be marketed under the Perth Airport brand, incorporating OpenDNA's AI hyper-personalisation and recommendation engine with RooLife's WeChat Pay and Alipay payment processing facilities.

The Perth Airport branded platform will be marketed to and provide a quick and easy way for Chinese shoppers to purchase high-quality, authentic Australian products directly from Perth Airport using their mobile phones while in the airport, travelling around Australia or from their home in China.

OpenDNA Managing Director, Mr Bryan Carr, commented, “We are excited to be working with Perth Airport to enhance the airport’s service and retail offering to Chinese tourists and travellers.

“Perth Airport is perfectly placed to be a trusted supplier of high-quality and authentic Australian goods to Chinese shoppers both when travelling to Australia, but also at home in China.

“Importantly this engagement means that Perth Airport and its retailers will be able to accept payment for goods and services via the payment methods most widely used by Chinese consumers – WeChat Pay and Alipay, through the Perth Airport RooLife platform,” continued Mr Carr.

The partnership between Perth Airport and OpenDNA provides both parties the platform to drive engagement and enhances the airport offering to Australia’s largest inbound tourism sector of 1.43 million Chinese tourists, currently spending in excess of \$10 billion per annum.<sup>1</sup>

The number of Chinese tourists visiting Australia is forecast to grow annually by 11.9% over the next 10 years and to reach 3.9 million visitors spending \$26 billion per annum by 2026–27<sup>2</sup>. With only 8.7% of Chinese citizens holding passports in 2018<sup>3</sup> the potential for significant future growth for Perth Airport and its RooLife online shopping platform is very strong.

Perth Airport’s Chief Commercial Officer Kate Holsgrove said that Perth Airport is the first and last impression for many visitors to Western Australia, so we are always looking at new and innovative ways to enhance the customer experience and retail offerings for passengers.

“This partnership will not only be great for our Chinese customers but will also deliver benefits for our retail partners who can look to diversify their business for the China market by promoting and selling local Australian goods.

“Perth Airport is working strategically with its airline partners to enhance Western Australia’s connectivity to the Chinese market which offers great growth potential, not only from a tourism perspective, but also by attracting business travellers, international students and a number of export opportunities,” Ms Holsgrove said.

OpenDNA’s Artificial Intelligence system, integrated with the Perth Airport’s RooLife e-Commerce platform, will continually assess and refine the product offering to customers and gather intelligence about customer’s preferences and buying habits, in turn providing Perth Airport and their retailers with valuable insights into their end customers in China.

The OpenDNA hyper-personalisation engine uniquely positions Perth Airport to better understand consumer buying behaviour and to provide a personalised shopping experience to deliver products that Chinese consumers like and want.

OpenDNA looks forward to a long and successful partnership with Perth Airport, jointly growing the range of products and services sold to travellers and shoppers from China on the RooLife online shopping platform.

**ENDS**

1. Source: [www.abs.gov.au/ausstats/abs@.nsf/products/961B6B53B87C130ACA2574030010BD05](http://www.abs.gov.au/ausstats/abs@.nsf/products/961B6B53B87C130ACA2574030010BD05)
2. Source: [www.tra.gov.au/data-and-research/chinese-free-and-independent-travellers-their-potential-for-regional-australia](http://www.tra.gov.au/data-and-research/chinese-free-and-independent-travellers-their-potential-for-regional-australia)
3. Source: [www.jingtravel.com/number-of-potential-chinese-outbound-tourists-double-by-2020](http://www.jingtravel.com/number-of-potential-chinese-outbound-tourists-double-by-2020)

For further information, please visit the OpenDNA website at [www.opendna.ai](http://www.opendna.ai) or contact:

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**About OpenDNA Limited**

*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.*

**About Perth Airport**

*Perth Airport Pty Ltd is a wholly-owned subsidiary of Perth Airport Development Group Pty Ltd. As Australia's Western Hub, Perth Airport is Western Australia's primary link to the rest of Australia and the world. It operates 24 hours, seven days a week, and is a vital transport infrastructure facility. It is the fourth largest domestic and international airport in Australia by passenger volume and is currently serviced by more than 30 international and domestic airlines that operate to more than 50 destinations.*