



14 October 2019

OPN Appointed Digital Partner to drive Brand & Awareness for National Breast Cancer Foundation

- **OpenDNA's Digital Marketing company CHOOSE Digital appointed the digital partner to drive brand awareness and profile for the National Breast Cancer Foundation (NBCF)**
- **Appointment based on strong recent performance of OPN's CHOOSE Digital achieving an increase in online donation revenue by 30% over the past 12 months**
- **Contract expected to materially contribute to OpenDNA's revenue in FY20 and FY21**
- **NBCF investigating OPN's profiling and recommendations engine, *Daishu*, to be applied to better understand the online behaviour of donors and drive ongoing engagement**
- **OpenDNA to work closely with NBCF as their "Foundation of Choice"**
- **NBCF investigating WeChat & Alipay payment options to cater for Chinese Australian residents to donate to NBCF and provide an innovative point of difference**

OpenDNA Limited (ASX: OPN) ("OpenDNA" or the "Company") is pleased to announce that its fully owned digital marketing and online customer acquisition company, CHOOSE Digital, has been appointed by the **National Breast Cancer Foundation** ("NBCF" or the "Foundation") (www.nbcf.org.au) to increase and drive:

- Awareness & Perception of the NBCF Brand;
- Community engagement (awareness of What, How & Why);

The appointment of [CHOOSE Digital](#) is a strong endorsement of the Company's digital marketing capabilities and is on the back of its demonstrated digital marketing performance for NBCF, over the past 12 months, in having driven online engagement and helped increased online revenues by **+30%**. The appointment of CHOOSE Digital is expected to materially contribute to OPN's revenue this financial year.

NBCF National Marketing Manager, Rebecca Patton, commented, "We are delighted to be working with CHOOSE Digital on this exciting project to increase awareness and perception around the NBCF brand in order to achieve NBCF's Mission of zero deaths from breast cancer by 2030. As NBCF receive no government funding, the foundation relies entirely on the generosity of the Australian Public. Funding for research is critical to achieving our goal and most Australians one way or another through direct Family or Friends are affected by Breast Cancer which is the most diagnosed cancer in Australia."

CEO of the OpenDNA Group, Bryan Carr, commented, “We are extremely pleased with CHOOSE Digital not just in being appointed the digital partner of choice for raising the brand profile and awareness of NBCF, but more so in being associated with and assisting such a great foundation as NBCF.

Applying our online digital marketing and online customer acquisition capabilities to such an important cause and to achieve great results for NBCF, exceeding their expectations, is very satisfying for us an organisation and also a resounding endorsement of our capabilities.”

The services to be provided to NBCF also include investigating OPN’s **profiling and recommendations engine, Daishu**, to better understand the online behaviour of people donating and applying the learnings to leverage this to increase donations throughout the year.

NBCF is also investigating OpenDNA’s WeChat & Alipay payment options in order to cater for Chinese Australian residents to donate to NBCF and providing an innovative point of difference.

Mr Carr confirms that the Board of [OpenDNA](#) is passionate about the Foundation and the cause and delighted to nominate NBCF as their Foundation of Choice and will work closely with partners and shareholders to drive the awareness and perception around the Foundation.

We look forward to continuing to update shareholders of OPN’s progress over the coming weeks and months.

ENDS

Please donate to the National Breast Cancer Foundation by visiting www.nbcf.org.au/donate/.

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.



About the National Breast Cancer Foundation (NBCF)

*NBCF is Australia’s leading National body, funding game-changing breast cancer research with money raised entirely by the Australian public. NBCF receive no government funding and rely entirely on the support and generosity of the Australian public. Since they started in 1994, NBCF has **invested over \$170 million in over 534 breast cancer research projects** across the country. NBCF have seen remarkable results and are **working towards one determined goal: zero deaths from breast cancer by 2030**. A world where women don’t die from breast cancer. A world where targeted, effective treatments with fewer side effects, gives those diagnosed with breast cancer a normal quality of life beyond diagnosis and treatment.*

Please donate by visiting **National Breast Cancer Foundation** www.nbcf.org.au/donate/.