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ASX: OPN

TechKnow Invest Conference

October 2019



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## About OpenDNA

- **OpenDNA (OPN.ASX)** is a technology company enabling businesses to sell more effectively online
- Focused on the Australian and Chinese markets, OpenDNA's systems optimize online engagement, customer acquisition and drive direct sales for its customers
- OpenDNA's hyper- personalisation and profiling Artificial Intelligence (AI) engine, provides personalised, real-time, targeted marketing
- The RooLife online e-Commerce marketplaces allow businesses to sell directly to Chinese consumers and accept payment via the WeChat and Alipay mobile payments platforms

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# Corporate Snapshot

## Snapshot

OpenDNA Limited

**ASX: OPN**

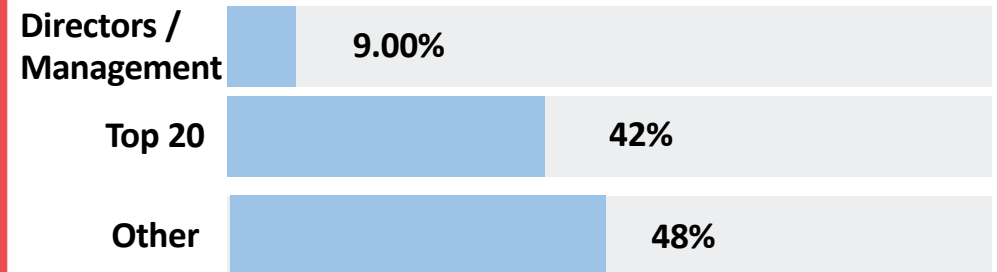
Market Capitalisation: \$10m  
 52-Week High: \$0.069  
 52-Week Low: \$0.026  
 Ordinary Fully Paid Shares: 272m  
 Options Exp 10/21 @ \$0.05 89m

As at October 2019

### BOARD OF DIRECTORS

Grant Pestell	Chairman
Bryan Carr	Managing Director
Warren Barry	Executive Director of Sales
Evan Cross	Non-Executive Director

### SHAREHOLDER BREAKDOWN





# OpenDNA hyper-personalisation, focussed marketing, e-Commerce



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The image displays a comprehensive digital marketing and e-commerce ecosystem for RooLife. It features three main components:

- Synapse Analytics Dashboard (Laptop):** A detailed dashboard with real-time active users (550) and various metrics including total users (11.59k), total active users (85), and content recommendation performance. It also shows user engagement metrics like average session duration (4.5 minutes) and number of sessions (4.5 million).
- Mobile App Interface:** A screenshot of the RooLife mobile application showing a search bar, product listings (e.g., Swiss Grape Seed, Swiss Liver Detox), and a navigation menu.
- Website Banner:** A promotional banner for RooLife, featuring a kangaroo and the text "RooLife 一站式澳洲海淘服务平台" (RooLife One-stop Australian Import and Export Service Platform).



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# OpenDNA Revenue Model

## 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 Travellers
- ✓ Online e-Commerce platforms selling into China.
- ✓ Big Data Strategy – Better understanding your customer leads to increased sales.
- ✓ Product & Service Sales in Mainland China.





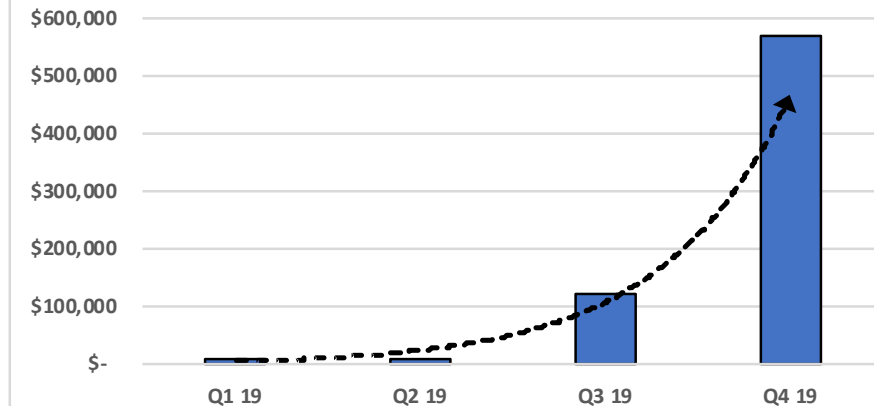
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# FY2019 – Revenue and Cash Receipts

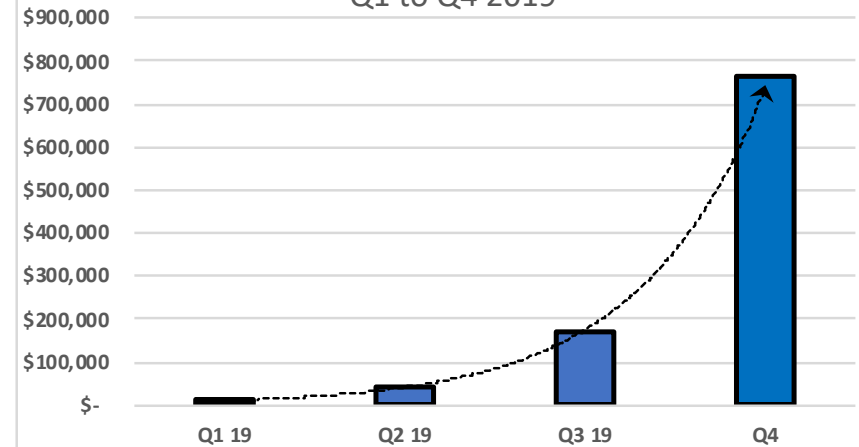
OpenDNA is rapidly building multiple revenue streams:

- ✓ Digital Marketing & Services in Australia & Internationally
- ✓ Digital Marketing & Services in China
- ✓ Royalties/commissions on product sales in China & Australia

**OpenDNA Sales Revenue**  
Q1 to Q4 2019



**OpenDNA Sales Cash Receipts**  
Q1 to Q4 2019



## Business Model

Service Revenue Gross Margin 15% - 40%  
Product Sales Revenue Gross Margin 15% - 50%

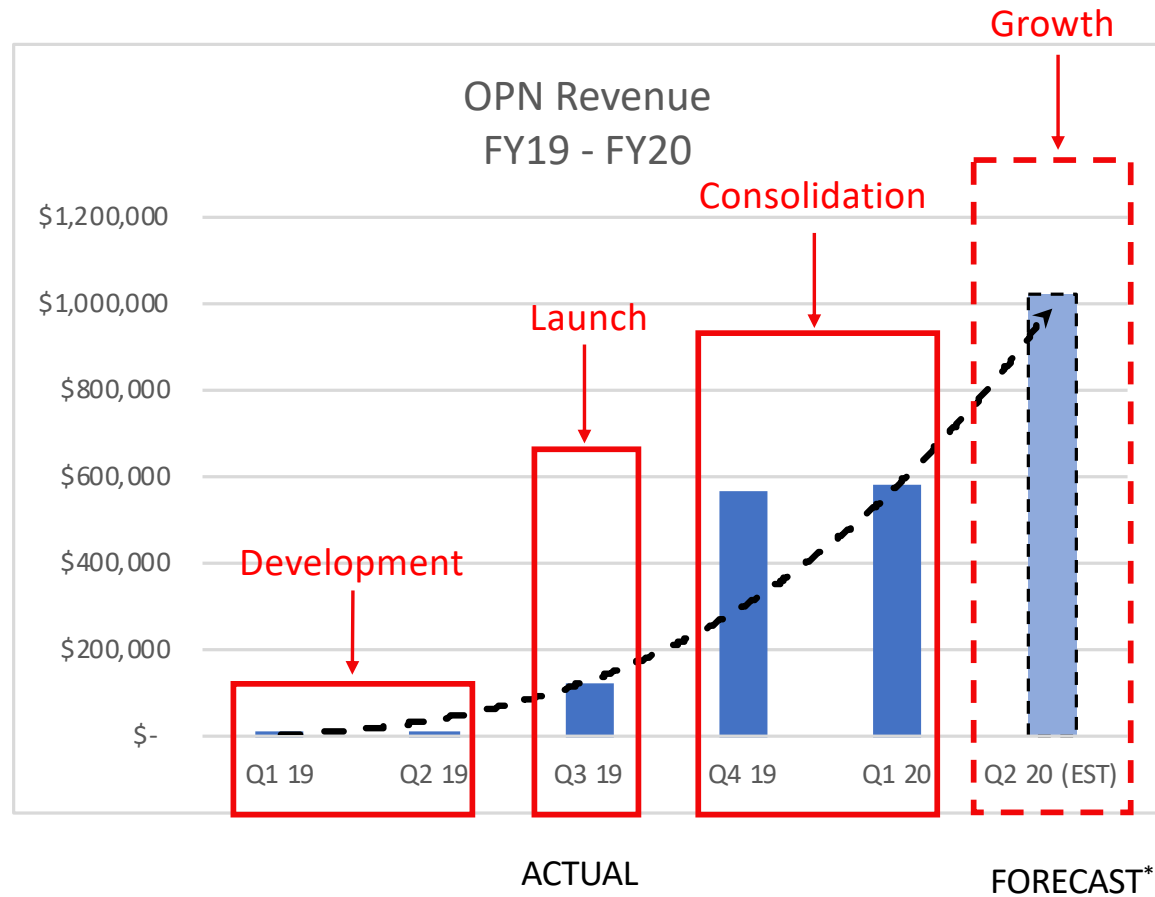
Services Typically Billed and Paid in Advance



# 2019/20 – The Transition from Development to Revenue Growth



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\*Includes expected part contribution from QBID acquisition



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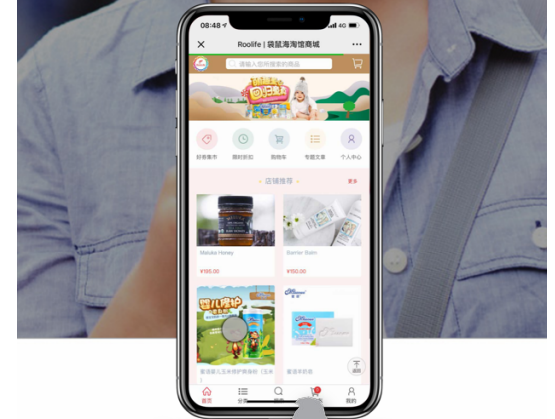
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# Key Recent Developments

## • Key New Deals

- ✓ **Perth Airport** for Duty Free Shopping in Australia and direct sales to China
- ✓ **Frasers Property** – Digital Marketing & Online Customer Acquisition
- ✓ **National Breast Cancer Foundation** - Appointed Digital Partner to drive Brand Awareness and Profile
- ✓ **QBID** (Quality Brands International Direct) Acquisition
- ✓ **WeChat and Alipay** Payments Deal with WA tourist destination **Lobster Shack**
- ✓ Strategic **\$500k** investment with **Lobster Shack** owners
- ✓ **China Distributor** appointed for OpenDNA's Artificial Intelligence (AI) and Machine Learning technology

Meeting the needs of all Chinese Consumers



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RooLifeGroup







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OpenDNA is a marketing partner, platform operator and sales distributor for many local and international brands.

QBID acquisition broadens client base and sales.

# Current Key Clients – OpenDNA & QBID

## Key Brands serviced 2018/19

Beauty & Personal Care	
Food	
Health & Nutritional	
Tourism	
Corporate	



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# OpenDNA's RooLife e-Commerce Platform



## RooLife – Selling High-Quality Australian Products to China

- RooLife is an eCommerce platform for Australian companies seeking to access the lucrative China e-Commerce market.
- With a focus on Health, Cosmetics, Skincare & Tourism, RooLife provides brands a complete end-to-end e-Commerce solution, including fully operated and managed e-Stores, easy cross-border payments and convenient shipping solutions
- Marketing strategy implemented targeting Chinese Travelers through OpenDNA's partnership with Perth Airport, offering the purchase of products, with collection at Perth Airport on arrival and/or departure.
- Real-time WeChat and AliPay Point of sale solutions and marketing strategies.



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# PERTH AIRPORT ROOLIFE DUTY FREE SHOPPING

- ✓ Perth Airport & RooLife partner to provide a mobile shopping platform targeting Chinese travelers.
- ✓ Offering Chinese travelers the purchase of products, with collection 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.
- ✓ Daishu AI Recommendation Engine Optimises Product to Shopper matching.
- ✓ Launching November 2019.

SCAN & SHOP



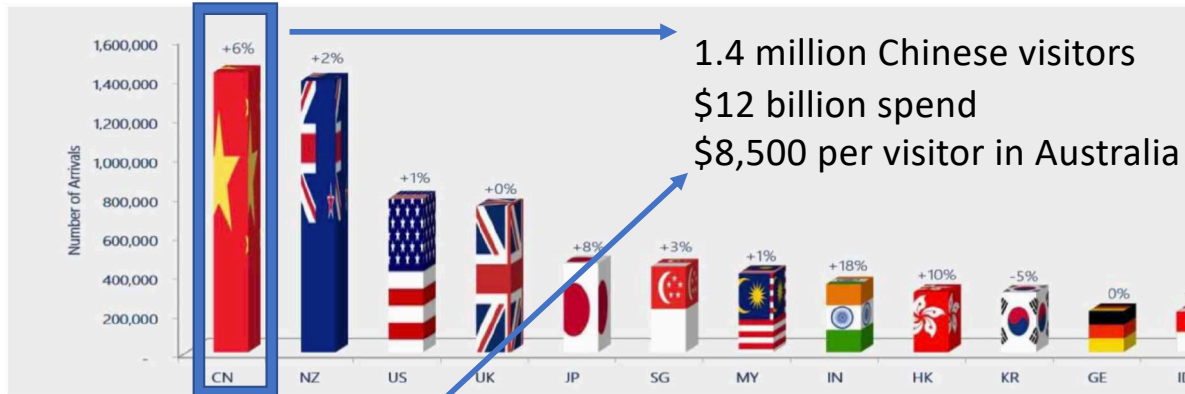


# RooLife - Servicing Chinese Tourism in Australia

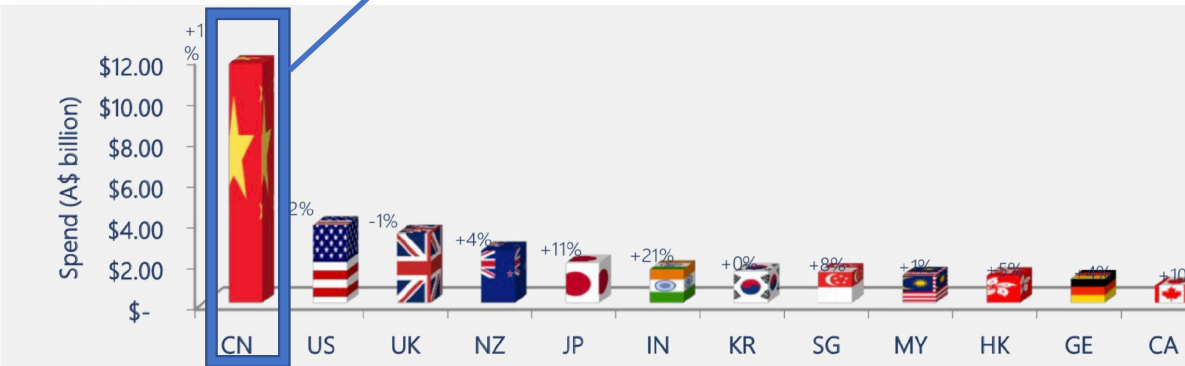


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## INTERNATIONAL VISITORS TO AUSTRALIA YEAR END DECEMBER 2018



## EXPENDITURE BY INTERNATIONAL VISITORS YEAR END DECEMBER 2018



Source: Australian Bureau Of Statistics and Tourism Australia





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# Expansion of China Digital Marketing & Online Sales

- ✓ Acquisition of Quality Brands International Direct (“QBID”) announced September 2019 – acquisition expected to be finalised in Q2 FY2020.
- ✓ Extends expertise in building tailored Digital Marketing services utilising China’s unique social media environments
- ✓ Provides additional access to all major e-commerce platforms in China.
- ✓ Extends OPN’s RooLife sales channels and marketing capability in China and Australia.
- ✓ Extended customer base to provide additional opportunities for OPN’s Artificial Intelligence System (AIS).
- ✓ QBID is a synergistic and complementary business to the OpenDNA Group adding new revenue streams from Q2 FY2020.
- ✓ Fast tracks OPN’s China Growth Strategy by leveraging QBID’s successful sales performance and presence in China since 2015.





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# WHAT TO EXPECT IN THE NEXT 12 MONTHS

## GROWTH IN REVENUE AND CUSTOMER BASE

### 1. Building a diverse range of revenue lines including:

- Ongoing and recurring monthly marketing retainers from key clients
- Commission on sales from key Australian Premium Brands being sold into China
- Commercialising the data and analytics through key insights captured from OpenDNA AI technologies
- Ongoing transactional revenues from sales through our payment gateways both in Australia and China.

### 2. Expansion & growth 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 marketing, sales and payments 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 through partners

### 3. China Expansion and Sales:

- Multiple Vertical Approach – Tourism/Health and Wellbeing /e-Commerce
- Expand distribution and logistics partners in key locations in China
- Dedicated and qualified marketing and sales strategy
- Expansion and roll out of our integrated WeChat and Alipay payment services in Australia
- Leveraging our key licences for importing and selling online in China



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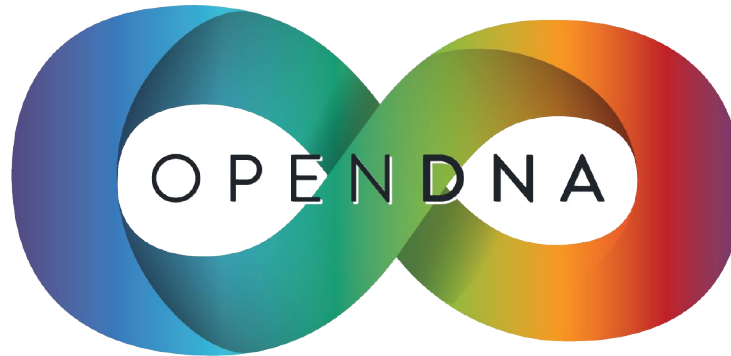


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## Contact Information



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

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