

## ASX ANNOUNCEMENT

16 November 2016

**PERSONALISATION TECHNOLOGY COMPANY OPENDNA LISTS ON THE ASX****Highlights**

- **Initial public offer (“IPO”) oversubscribed**
- **Offer scaled back and closed having raised \$8M at 20 cents per share**
- **Post listing market capitalisation of \$20M**
- **IPO funds raised will be used to fully commercialise OpenDNA’s proven personalisation technology and accelerate business development, sales & marketing efforts**
- **OpenDNA technology can be used by businesses regardless of size, industry and operating platform**

The Board of Artificial Intelligence and personalisation technology company OpenDNA Limited (ASX:OPN) (“OpenDNA” or the “Company”) is pleased to advise that its securities have today been admitted to trading on the Australian Securities Exchange (“ASX”).

Following strong interest in the Company’s IPO, which was oversubscribed, the Board ultimately elected to close the offer and accept \$8 million in funds (by way of the issue of 40 million shares at an issue price of 20 cents per share). Those funds will now allow OpenDNA to accelerate activities across all facets of its business, including technology commercialisation, business development and sales & marketing.

**About the OpenDNA technology**

The Company has developed proprietary (patent pending) artificial intelligence and machine learning technology that has the potential to assist digital businesses irrespective of company size or industry vertical. By becoming OpenDNA customers, businesses can obtain a detailed, accurate and up-to-the-second profile of the likes, dislikes and interests of each of their individual users (whether using iOS, Android or web-based operating platforms). This is done in real-time by mapping a user’s interactions and engagements across any platform powered by OpenDNA. This in turn allows those businesses to show each individual user only the products, articles and other content they want to see – and none of what they don’t.

OpenDNA’s technology differs from existing business analytics tools in that, rather than providing only a high-level and historical view of a user’s interests, demographic or social data, the Company’s offering involves capturing the psychographic data of users, helping businesses to understand their customers’ propensity to engage. Psychographics is the study and classification of people according to their interests and the depth and relevance of these interests, as compared to each other, in real-time.

Whereas most analytics algorithms currently in use review grouped information on a certain characteristic of users (eg, their like of a particular sport) and then use this information to analyse and build user engagement models, OpenDNA believes that each individual is unique and maps their unique interests and patterns accordingly. Through psychographics, OpenDNA builds a unique profile on each user, which in turn is used to understand the spectrum of that user’s interests.

In addition, while the user's interest profile is generated and developed automatically as they engage with OpenDNA-powered apps and websites, the user also has ongoing access to their interest profile so that they can instantly manage and control the content that is delivered to them, based on what is relevant to their interests. This is a key differentiator between OpenDNA and conventional analytics and customer intelligence tools.

Finally, as OpenDNA believes that data relating to an individual user should belong to them (and not be bought and sold without the user's knowledge or control), persons engaging with apps and websites supported by OpenDNA technology retain ownership of their information and have the ability at all times to amend and control the nature and level of information and data gathered to build their interest maps (and consequently their OpenDNA profile).

### About the Company

The Company has offices in Australia, Singapore and the UK, as well as a business presence in the United States. Its listing comes after having developed, refined and demonstrated its technology through several proprietary applications (including the news content app Jottr and political content apps JottrElect, HillaryElect and TrumpElect) released by the Company in Apple's AppStore over the last 18 months. During 2015 and 2016, the Company received positive recognition based on those apps on several occasions, including:

- in May 2015, receiving US\$120,000 worth of credits from Amazon Web Services through the "Amazon Activate" program aimed at eligible start-up technology companies;
- in October 2015, being voted "Company Most Likely to Grow Exponentially" at an Amazon Web Services start-up event held in San Francisco; and
- in March 2016, having the JottrElect app featured four times within Apple's AppStore (twice each for iPad and iPhone).

Since August this year, the Company has entered into several customer agreements for delivery of OpenDNA-powered applications, with construction and delivery of iOS versions of such apps having already taken place in relation to two of those customers, SportsBlog LLC and Activistic Limited. Interested users can download SportsBlog's sporting news content app and Activistic's political donation and content-based app for US politician Joe Garcia in Apple's AppStore at <https://goo.gl/XZmbmk> and <https://goo.gl/6cdldm>, respectively.

Speaking today in relation to the listing, OpenDNA's CEO Jay Shah commented: *"We are delighted with the strong support that the OpenDNA IPO received and are excited about the Company's future. Customer analytics and personalisation are key areas of focus for all online businesses who push content or products to users and we are confident that our technology is going to play a key part as those trends and industries continue to develop. Having assembled a strong Board and management team and proven the OpenDNA technology through our own proprietary applications, we are poised now to make rapid strides to full commercialisation and the expansion of our business presence and sales force, both locally and internationally"*.

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

Jay Shah  
Chief Executive Officer  
+ 61 (2) 6145 2532  
[jay@opendna.ai](mailto:jay@opendna.ai)

Kevin Fell  
Chief Operating Officer  
+ 61 (2) 8317 3637  
[kevin@opendna.ai](mailto:kevin@opendna.ai)