

7 December 2016

Q&A SESSION WITH OPENDNA CEO JAY SHAH

OpenDNA Limited (ASX: OPN) ("OpenDNA" or the "Company") is pleased to provide an update from Chief Executive Officer, Jay Shah, following the Company's recent oversubscribed Initial Public Offering.

Since listing on 16 November 2016 on the Australian Securities Exchange ("ASX"), OpenDNA has made significant progress streamlining its product development processes, expanding its customer base, and leveraging key partnerships. The following Q&A updates shareholders on OpenDNA's next-gen personalisation technology and some key near-term value drivers for the business.

1. Jay, could you please provide us with an overview of OpenDNA's technology platform and what makes it unique?

With the volume of data growing rapidly each day, the need to be able to drill down and treat people as individuals and not just numbers has never been more critical.

OpenDNA allows companies, brands and promotional campaigns to understand and interact with their end-users at an individual level. The outcome of this is deeper, more informed relationships that deliver better business outcomes like increased customer engagement, retention, and increased ROI in terms of marketing spend.

OpenDNA's technology platform can be integrated with any mobile application, website or digital platform that sells or markets a product or service – such as digital publishing sites. We are also able to connect organisations or campaigns directly with their target audiences, as demonstrated by our recent involvement with US Congressman Joe Garcia.

As users interact with OpenDNA powered apps and websites, we build a living user profile that adaptively learns what information is relevant to that user and what is not. Every interaction with an app or website integrated within OpenDNA builds upon this profile, enabling a more relevant end-user experience.

From an end-user's point of view, OpenDNA provides a significant benefit in that it allows the individual to control and tailor the data they generate online.

2. You mentioned that OpenDNA recently collaborated with US Congressman Joe Garcia's campaign team – can you provide us with some further background on your involvement?

OpenDNA entered an agreement with ASX-listed Activistic Limited (ASX: ACU) to provide Joe Garcia's campaign team with a content-based app that enables direct interaction with voters to better understand the important social issues within his electorate.

This partnership with Joe Garcia's campaign team is a major endorsement of both OpenDNA's technology offering, and the significant addressable market opportunity that exists.

As witnessed with the recent US Presidential Election campaign, it is critical that politicians can connect directly with individual voters in order to gauge voter sentiment. OpenDNA's cutting-edge technology has the capacity to revolutionise the current polling system in the US, as politicians are able to get real-time feedback from voters via our digital interface.

Following the success of the Joe Garcia campaign, OpenDNA is in advanced discussions with a number of other Congressional candidates in Washington to provide a personalised campaign app.

3. How many customer agreements does OpenDNA currently have in place, and how scalable is the Company's technology?

OpenDNA currently has four long-term customers: SportsBlog LLC, Thred Limited, Activistic Limited and Robb Report Aus NZ Pty Ltd. Under these agreements, OpenDNA provides tailored apps that deliver deep insight and unique next-gen personalisation of end-users.

The OpenDNA platform is highly scalable and can deliver significant benefits to any organisation, brand or movement that demands unrivalled end-user engagement. For example, consider the global landscape for major publishers and advertisers – the addressable market here for OpenDNA is huge.

It is also important to note, that in the months leading up to the listing, OpenDNA invested heavily in major product enhancements to streamline our app development framework. Put simply, we have significantly reduced the time it takes to develop new client apps allowing OpenDNA to scale quickly.

4. What is the addressable global market opportunity for OpenDNA?

The addressable market size for OpenDNA is rapidly expanding. According to Juniper Research, the global digital advertising industry is worth US\$160 billion in 2016, and targeted to reach US\$285 billion by 2020. This is only one market segment that OpenDNA can penetrate.

It is also interesting for OpenDNA to test-bed and innovate its technology in the Australian market. Australia has the world highest per internet-user spending on digital advertising, and as a total market in 2015 was A\$5.9 billion. Conversely, Australia has one of the lowest global rates of digital ad click-throughs at .06%. So getting it right in this market, means that we will be able to get it right in many markets globally. The language, and social-cultural context also means we can quickly apply the learning to Western Europe and North America.

5. How does the OpenDNA revenue model work?

OpenDNA charges businesses to personalise information and to build their user's interest data. The revenue model has both fixed and variable components, enabling OpenDNA to engage with its customers in a number of ways.

Firstly, customers pay a monthly licensing fee to access OpenDNA's technology platform, which varies between US\$499.00 and US\$18,000.00 depending on the number of users the business has within any platform powered by our technology.

Customers also pay a variable monthly fee dependant on either the volume of data transactions involving apps powered by OpenDNA during a particular month - this includes click throughs and key strokes.

Alternatively, OpenDNA is able to enter into a revenue sharing agreement with its customers based on an agreed percentage of the revenue generated by an OpenDNA platform during a particular month.

6. What do OpenDNA's business development pipeline and expansion plans looking like?

Our near-term focus is on leveraging the Company's recent ASX listing to rapidly increase our global customer base. As part of this strategy, OpenDNA has entered into a number of partner agreements in Australia for these companies to act as non-exclusive agents to market and sell the OpenDNA platform directly to their clients.

These strategic channel partner agreements are with various groups including app developer communities, web application providers, ad tech businesses, digital agencies and IoT enablers. We are in constant discussions with our domestic channel partners and we are currently progressing a number of high priority opportunities that we are looking to execute on in the coming months.

Another near-term focus will be on the launch of our SportsBlog powered app for Android. With the IOS product already available, the focus will then turn to powering the SportsBlog website. Once complete, OpenDNA will power all of SportsBlog's key digital platforms. SportsBlog's advertising network will then be integrated across all digital platforms, potentially providing an additional revenue stream for OpenDNA.

The Company is also looking forward to the re-launch of our own enhanced news content app, Jottr. Leveraging the newly developed advertising framework due in early 2017, it has the potential to generate additional revenue streams for the business in the near-term.

For further information, please visit the OpenDNA website at www.opendna.ai or contact:

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About OpenDNA Limited:

People are not categories. Massive amounts of data, sources and devices has driven categorization of end-users, but has not understood the end-user as a unique individual. OpenDNA's proprietary artificial intelligence and machine learning changes this to enable companies, brands and consumers to have much deeper, informed relationships. Leading applications use the technology including news content app Jottr, political content apps Jottr Elect, Trump Elect and Hillary Elect, and Joe Garcia for Congress Elect, as well as sports content and community app SportsBlog. OpenDNA is listed on the Australia Stock Exchange (ASX) under OPN.