



OPENDNA™

# ARTIFICIAL INTELLIGENCE

INVESTOR PRESENTATION

September 2017

Australia | Singapore | South Africa | USA

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# WHO IS OPENDNA?

ASX Listed in Nov 2016

Artificial Intelligence Business

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Proprietary Artificial Intelligence and Machine Learning Software

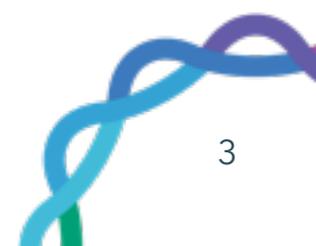
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FY17 - Building Out Year

FY18 - Implementation Year

FY19 - Harvesting Year

CORPORATE SNAPSHOT	
ASX Code	OPN
Listing Date	Nov' 2016
Cash (as at 30 June, 2017)	A\$ 3.8m
Market Cap (at \$0.15 / share)	A\$15.8m
52 week high (\$ / share)	\$0.20
52 week low (\$ / share)	\$0.12
Shares on issue	105m
Options	18m
Performance Shares	35m





# WHAT IS THE PRODUCT?

Automated psychographic profiling platform designed to enable businesses to better understand their individual users - The Single Customer View

Artificial Intelligence System using:

- Machine Learning
- Neural Networks
- Natural Language Processing

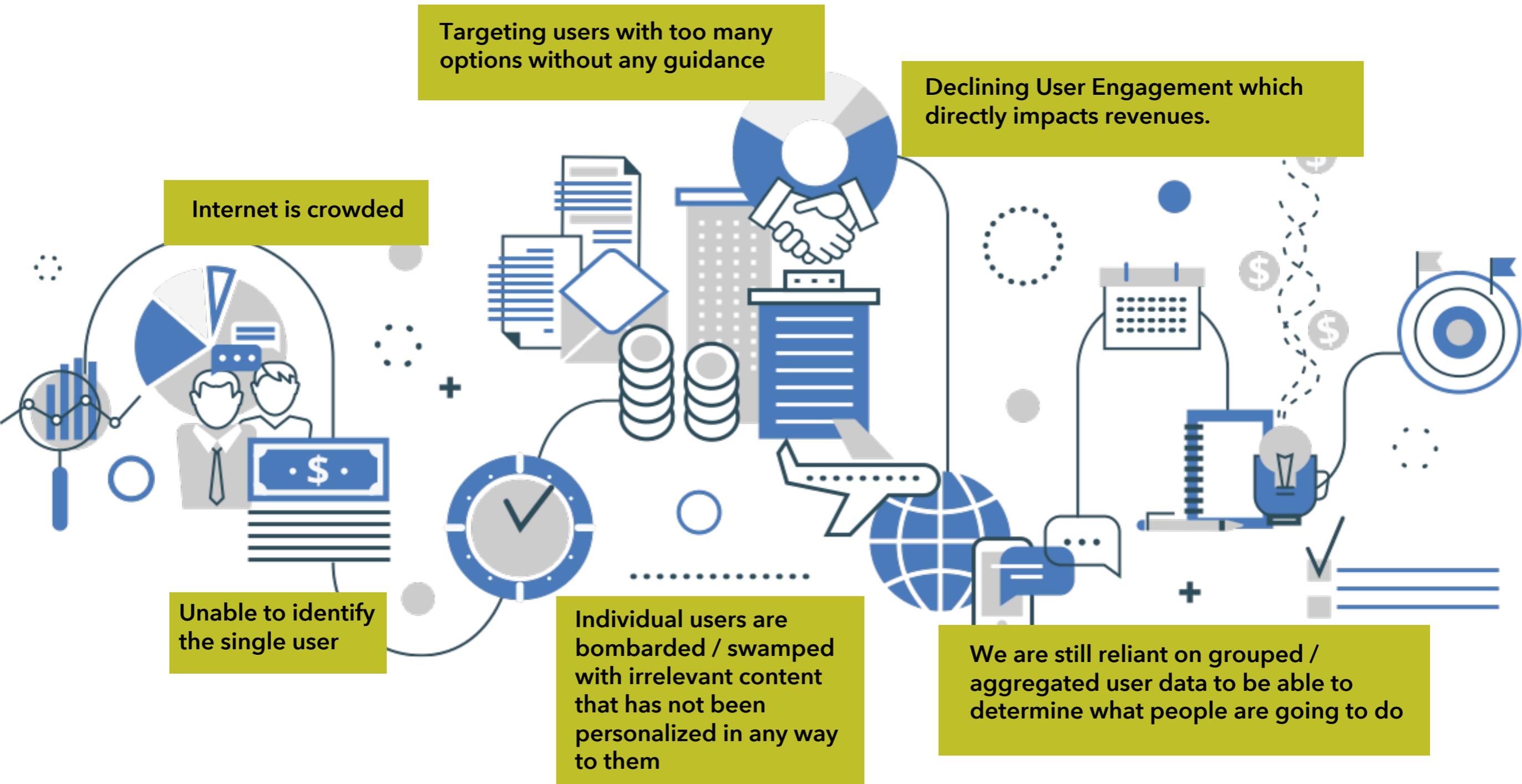
Industry Agnostic

Seamless / Rapid / Cost-Effective to Implement





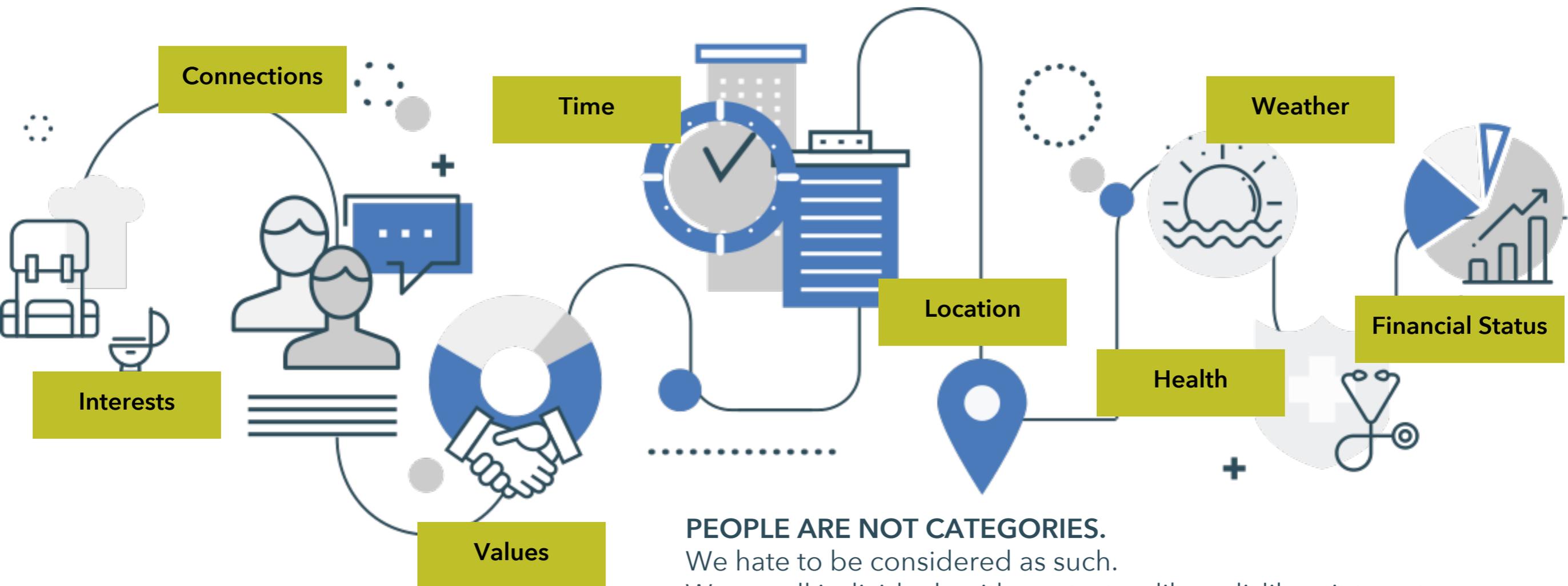
# PROBLEMS FACED BY BUSINESSES & USERS



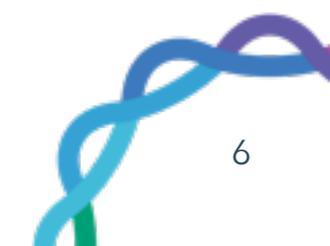


# SOLUTION: AN AI POWERED ECOSYSTEM

- What if a system could be built that truly knew you, truly understood you?
- Knew you better than your current best recommendation system.. Your friends, family, colleagues
- A system that would learn constantly and develop its algorithms specifically to you and not put you in a bucket or category of other users



**PEOPLE ARE NOT CATEGORIES.**  
We hate to be considered as such.  
We are all individuals with our tastes, likes, dislikes, interests.





## OUR VISION

We will set the standard by which businesses use AI technology to enable a truly unique “Internet of Me” experience for their customers.

By challenging the status quo, we aim to help industries change the way in which they think about people.

People ARE Individuals.

People ARE NOT Categories.





# COMPETITOR LANDSCAPE

facebook

Google

amazon

 Adobe Target

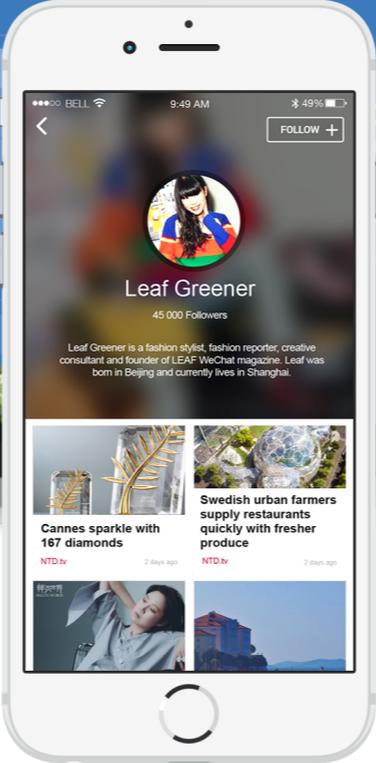
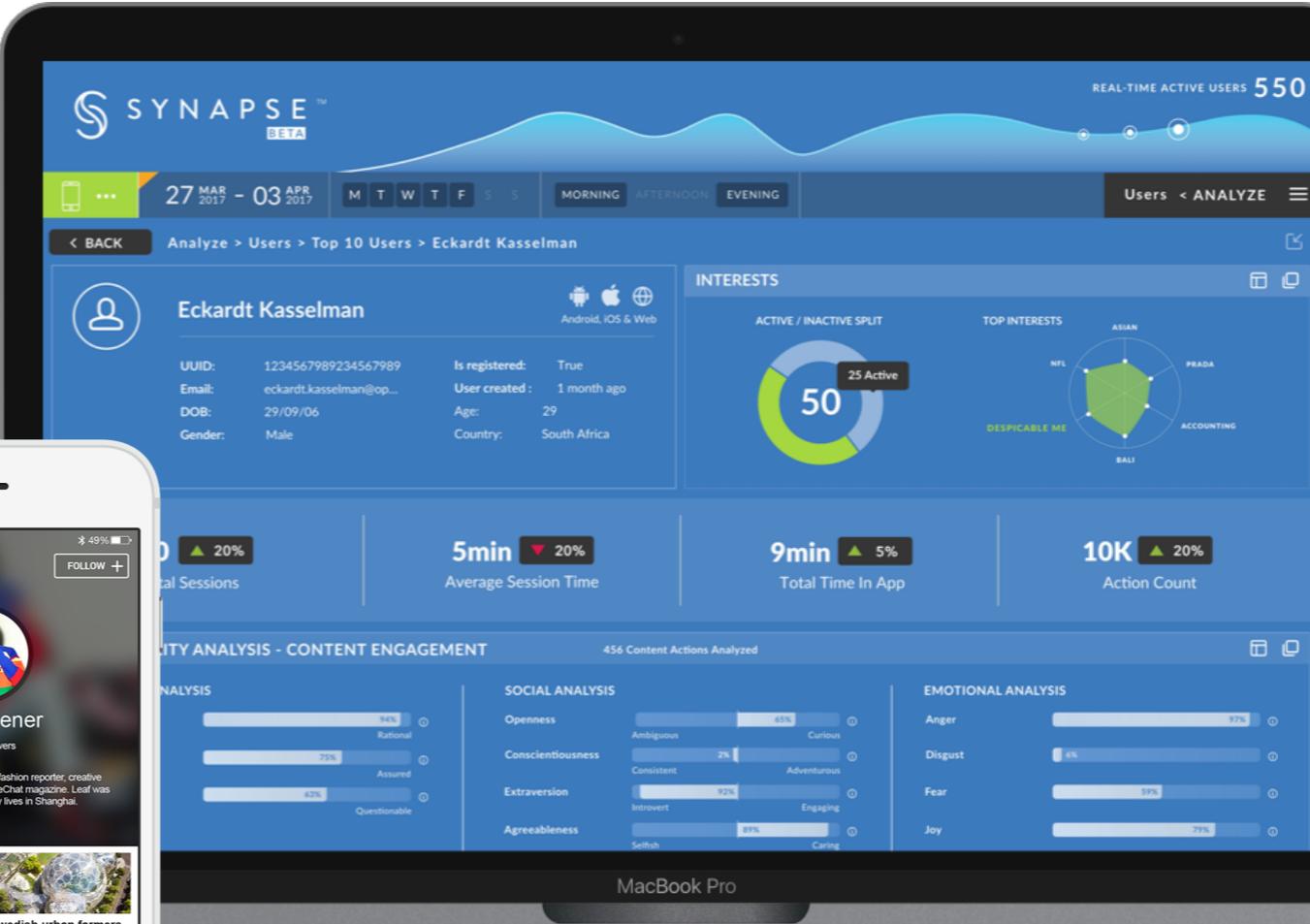
 Microsoft

- The Single Customer View is not their number one priority
- User targeting done with traditional segmentation modelling, and it has its limits
- You need to purchase the entire solution to gain value
- Expensive, Time-Consuming and Resource Intensive to implement
- New Privacy laws are putting companies under pressure to alter their methods of targeting and profiling customers
- Google Fined Record \$2.7 Billion in E.U. Antitrust Ruling





# OPENDNA'S UNSURPASSED DATA INSIGHTS





# SNAPSHOT OF A USER'S DATA

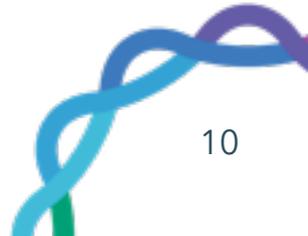
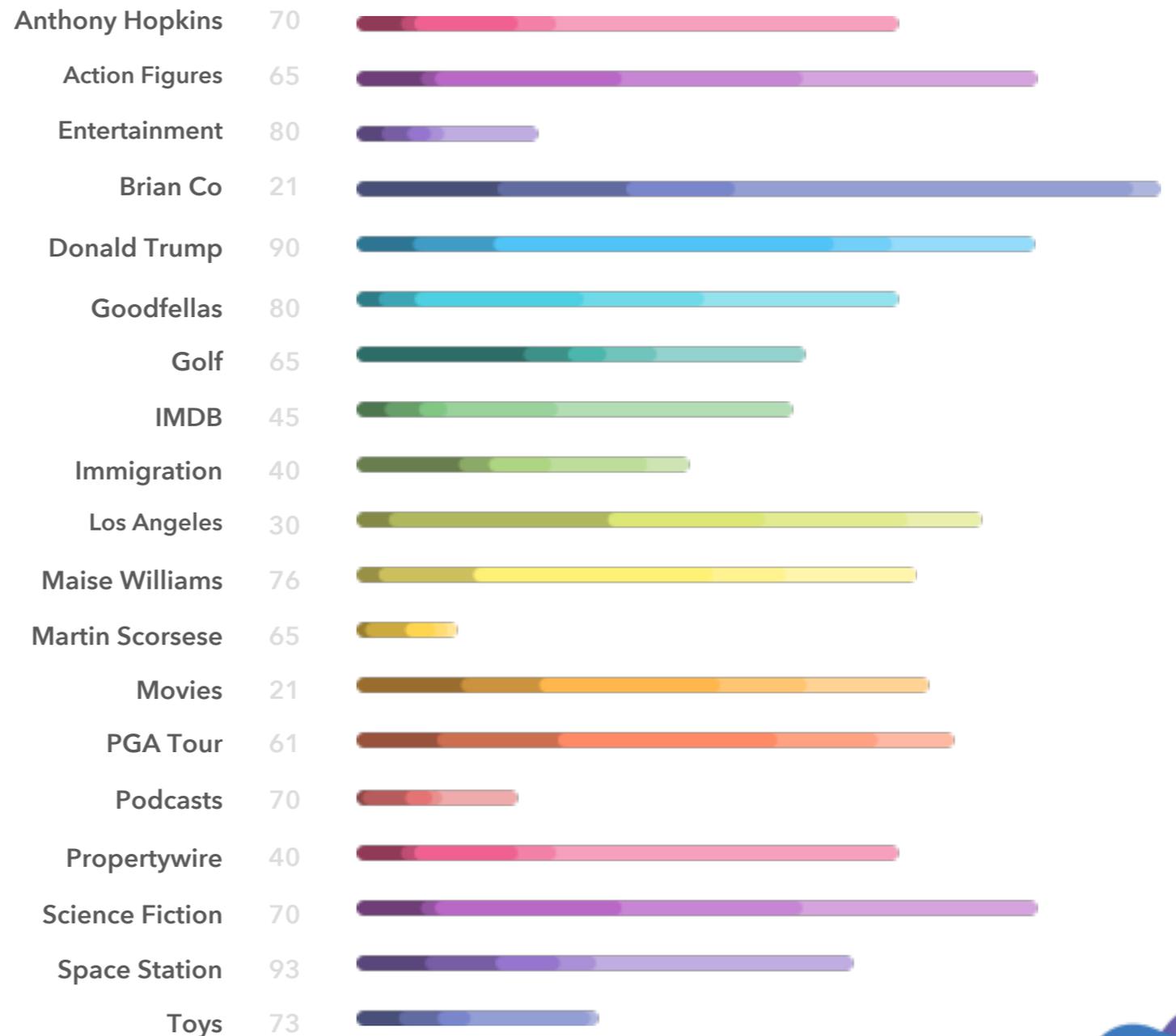
OpenDNA maps a user's interests and learns about the extent of interest that they may have in any area. This is highly contextualized and relevant to that specific user.

## PSYCHOGRAPHIC DATA

**ANONYMOUS**  
 joeblog32@gmail.com  
 Male  
 29  
 Sydney, Australia

## TIME-RELATED PATTERNS

- 7:30AM**  
Political News, Immigration issues  
Weather, Los Angeles
- 12:00PM**  
Sport News, Golf, PGA Tour
- 9:00PM**  
Podcast: Hubblecast (Science & Tech)

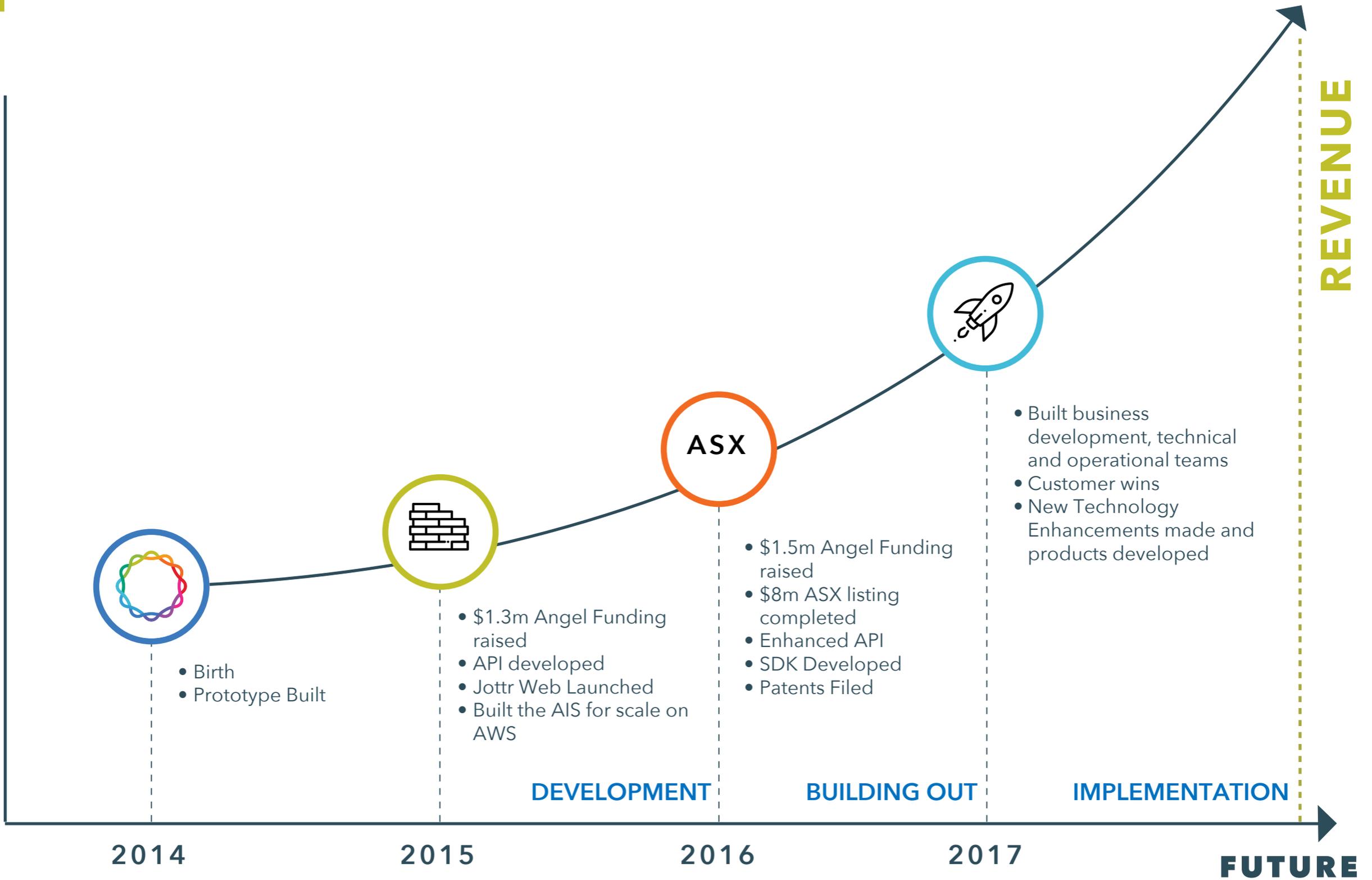




# KEY MILESTONES

• ACTIVITIES

REVENUE





# OPPORTUNITY & EXPANSION PLAN



CONTENT  
PUBLISHING



ENTERTAINMENT



E-COMMERCE



FINANCIAL  
SERVICES



BUSINESS  
INTELLIGENCE &  
DATA ANALYTICS



TRAVEL & LEISURE



AD TECH



COMMUNICATIONS

According to Juniper Research, the global digital advertising industry was worth circa **US\$160 billion in 2016**, and expected to reach **US\$285 billion by 2020**.

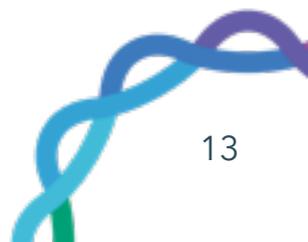


# DRIVING REVENUE

USER LICENSE FEES	
5 000 users	\$499
↓	↓
2.5M+ users	\$7k+
↓	↓
10M+ users	\$18k+
*charged monthly	



OPENDNA CONNECTION CHARGES
Fee per user session
\$0.0045 / session
or
Revenue share
Reviewed on a case by case basis





# FY2018 GROWTH PLANS

Build out the Business Development team in APAC & US

Customer acquisition in multiple verticals:

- Publishing
- Entertainment
- Communications
- E-Commerce

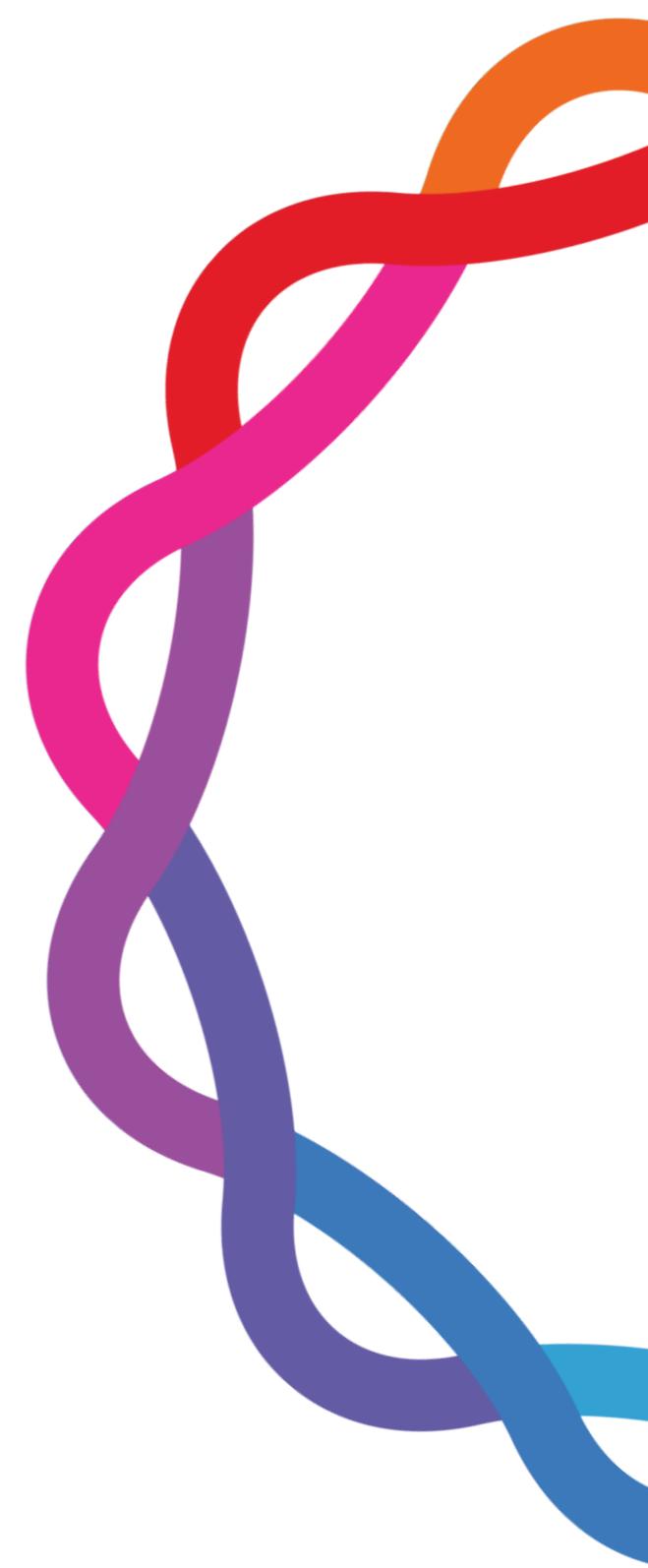
Technological capabilities expansion:

- Prepare OpenDNA API's & SDK's for public release
- Partner Systems Integration

File Additional AI Patents

- Content Analysis & Contextualization
- Decision Mechanics

Continue to invest in R&D, by growing the Machine Learning & Data Science team





# BOARD & MANAGEMENT



## **Jay Shah - MD & Chief Executive Officer**

Jay is a technology visionary and the designer behind OpenDNA's AI technology. He brings 20 years of serial entrepreneurship having founded numerous technology companies ranging from Content Management Systems, VoIP & Mobile Telephony as well as launching a technology incubator in the UK. and building world-class teams.



## **Richard Jarvis - Chief Financial Officer**

Richard has twenty years' experience gained both in public practice and in senior finance leadership roles, and has previously served as CFO for multiple dual listed businesses.



## **Jason Loia - President of Global Operations & COO**

Jason is a veteran in the mobile apps business, having built one of the first mobile gaming studios in the U.S. back in 2001. After shipping close to 100 titles for publishers such as EA, Sega, Midway, Glu, and Disney. Jason is a recognized leader on launching, growing, and monetizing mobile apps and online communities. His last role was as COO for Gaia Interactive, a online gaming site. Jason holds a masters degree in engineering from Stanford and an MBA from Harvard.



## **George Irwin - Chief Technology Officer**

George is systems architect, AI/machine learning and cloud computing specialist with 6 years' experience in building market automation and customer review systems that include complex algorithms to undertake social media and big data analytics.



## **Grant Pestell - Non-Executive Chairman**

Grant is a founding director and managing partner of OpenDNA's lawyers Murcia Pestell Hillard. He has 20 years' experience in commercial litigation and corporate and commercial law and has been Managing Director of Murcia Pestell Hilliard for 17 years. He has industry expertise in information and communications technology, energy, resources and construction.



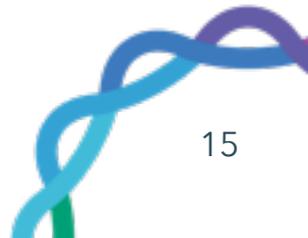
## **Evan Cross - Non-Executive Director**

Evan has been a member of the Institute of Chartered Accountants for over 30 years, and is a fellow of the Australian Institute of Company Directors. Evan has extensive corporate finance experience in investment banking both in Australia and the US and has held key finance or executive director roles in a number of private and ASX-listed companies.



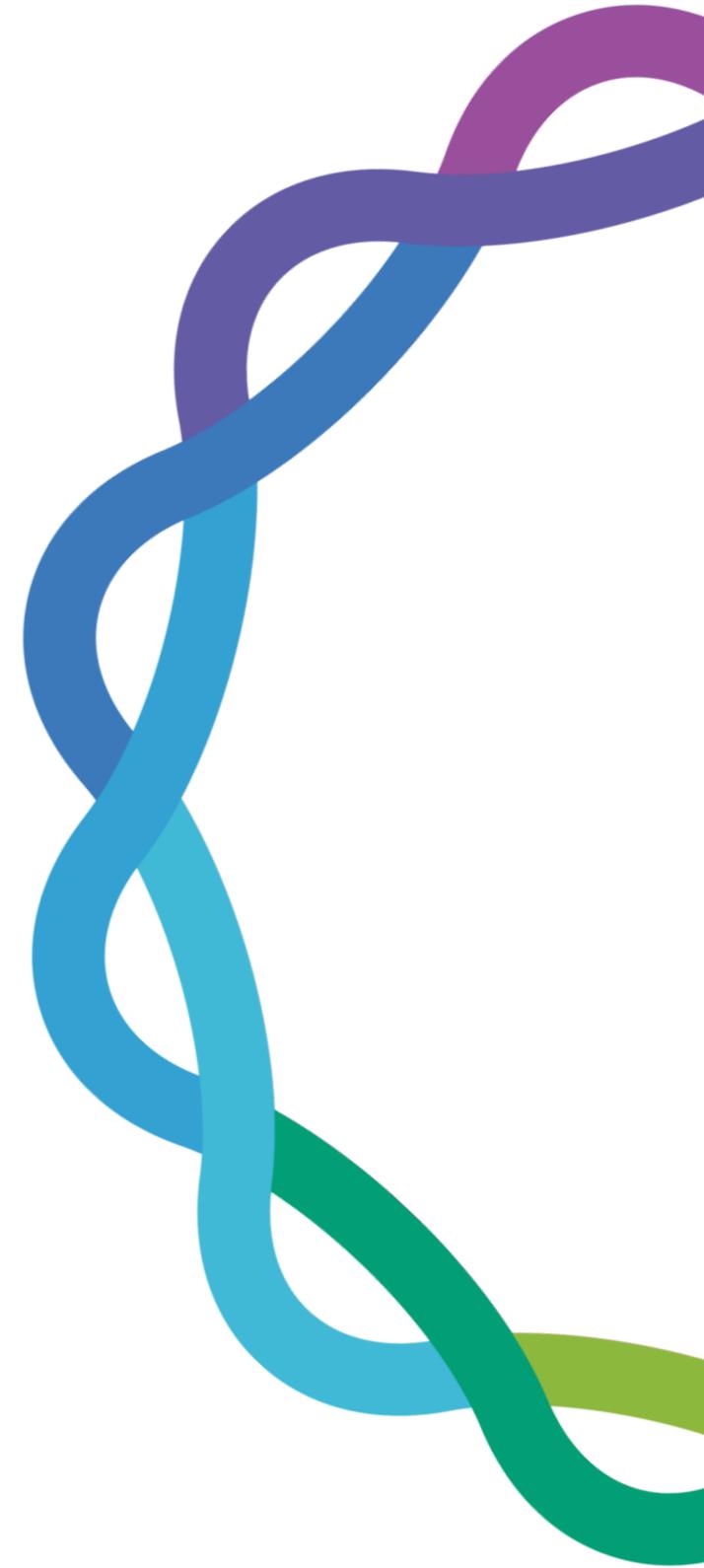
## **Lonnie Sciambi - Non-Executive Director**

A former investment banker with 30+ years' experience with technology-based businesses, as an entrepreneur, turnaround manager, advisor and investor. Experienced senior executive and advisor to over a hundred companies at various stages of development, involved in raising more than \$350 million in capital and more than three dozen M&A transactions.





# APPENDIX





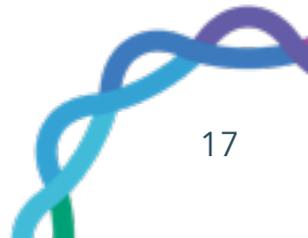
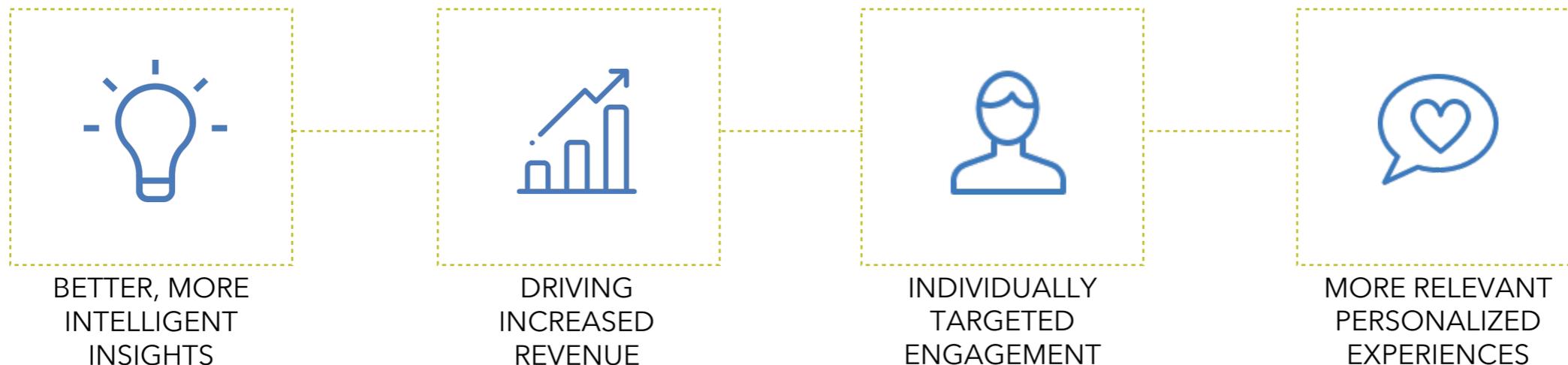
# WHAT IS OPENDNA?

**To businesses,** OpenDNA provides real-time insights into their individual customers' behaviour which allows them to better predict their needs.

This enables businesses to deliver a more relevant customer experience at an individual level, which drives increased revenue.

OpenDNA's artificial intelligence and machine-learning system automatically creates detailed psychographic user profiles, which helps deliver better business outcomes.

**To individuals** it paves the way to own their data and control their experiences across the internet making it more relevant; more personalized.

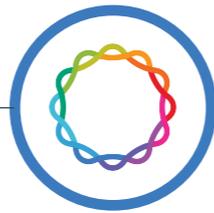




# OPENDNA TIMELINE

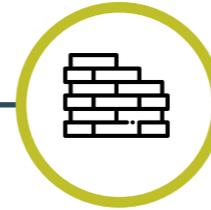
## 2014

- OpenDNA AIS invented
- OpenDNA Prediction Engine developed
- Jottr - AI powered news aggregator built and launched
  - Phenomenal results achieved:
    - Av. Time spent by BETA users: 14mins
    - Av. Number of pages read per user: 18
    - Number of summaries viewed per session: 100+



## 2015

- Jottr launches on iOS
- OpenDNA API developed
- Jottr Elect launches on iOS
  - Jottr Elect featured 4 times by Apple (registered symbol)
- Amazon Web Services awards OpenDNA with \$120,000 credits
- OpenDNA deployed on large server clusters. Built for mass growth
- Raised \$1M in Angel Funding
- Filed Provisional Patents in the US
- Voted as "The Company Most Likely To Grow Exponentially" at an AWS event in San Francisco in Oct'15



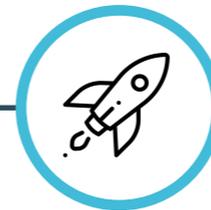
## 2016

- OpenDNA API enhanced for easier deployment
- OpenDNA SDK built for iOS and Android
- Launched iOS and Android app templates
- Final patents filed in US and PCT for worldwide cover
- Launched the Channel Partner Program
- Successful Listing on ASX in Nov'16. Raised \$8M



## 2017

- Built up sales, development (machine learning & data scientists) and operational teams.
- Integrated Facebook Ad Network into OpenDNA systems
- Signed up Endeavour Drinks (part of Woolworths)
- Signed & Integrated OpenDNA AIS into Looker, Silicon Valley's fastest growing Business Intelligence & Data Analytics company
- Signed up an Android Manufacturer to start integrating OpenDNA into the devices
- Developed Data Connectors and Adaptors for easier integration by 3rd parties
- Invented and launched IRIS a neural network web extraction tool
- Built Synapse, a data visualization tool to view psychographics and behavioral maps
- Awarded One of the top 200 "Business of Tomorrow" by WestPac Bank



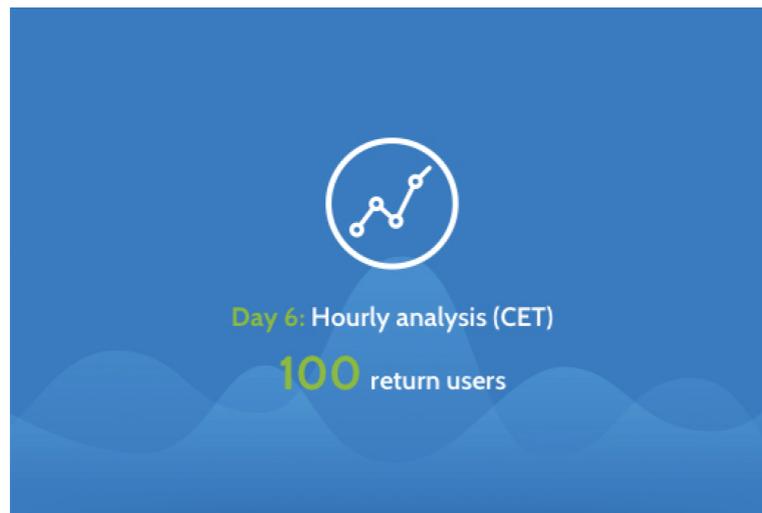


# WHAT ARE THE OPENDNA BENEFITS?

## HOW DOES IT BENEFIT BUSINESSES?

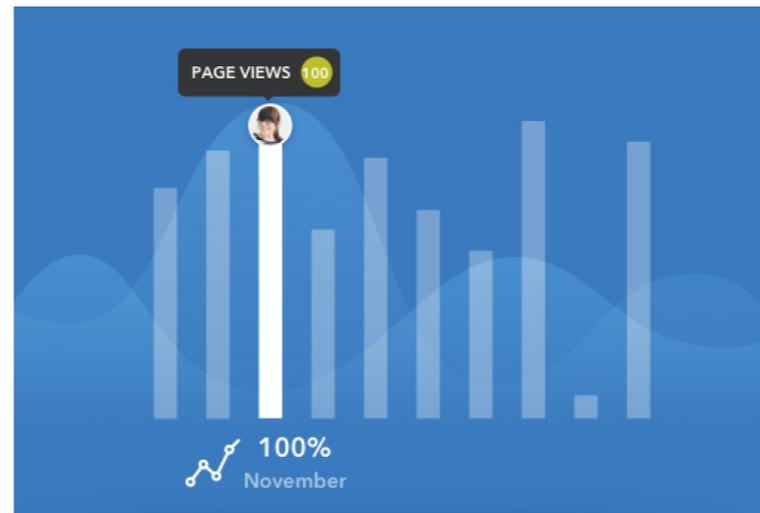
### BETTER INSIGHTS

By building real-time user's psychographic profiles businesses are able to better predict customer's needs and interests.



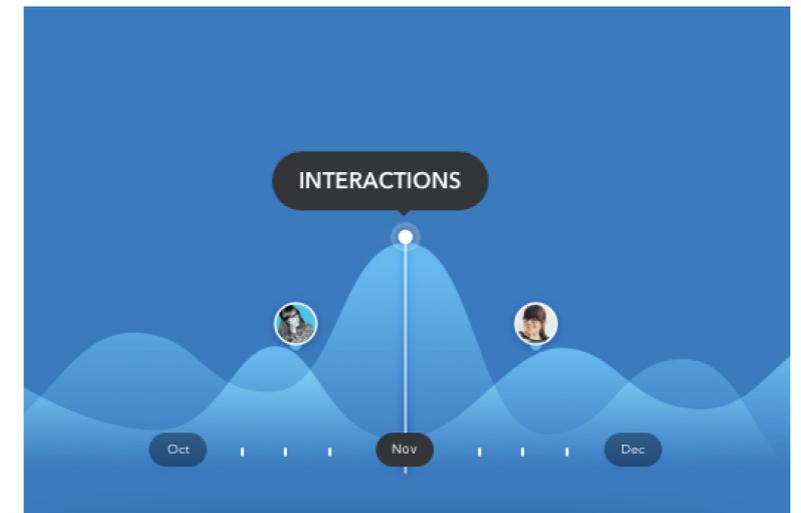
### INCREASED REVENUE

Providing relevant content, increases user engagement and dwell time which in turn increases the amount of revenue opportunities per user.



### INCREASED RETENTION

Customers are more likely to engage and return due to the relevant content, and the customer experience.



## HOW DOES IT BENEFIT THE USER?

The overall online and mobile experience is improved, with relevant content (products, news, ads, videos, etc.) being delivered to the user. OpenDNA also helps stop irrelevant content from being sent to the user as it gets to know and understand the user.

End-users now have the opportunity to own, see and control their data, which in turn allows them to edit their interests in real-time so they are able to influence what they receive online.



# MARKET DEMAND FOR PERSONALISATION

Over **1.5M+ apps** available on Apple®, Android® and Amazon Appstore®, and over **40,000+ apps launch on a monthly basis** with no context of their user's preferences for proper on-boarding.

Personalization can deliver five to eight times the ROI on marketing spend and lift sales 10% or more.

**Source: McKinsey & Company**

94% of companies agree that personalization "is critical to current and future success." **Source: Econsultancy**

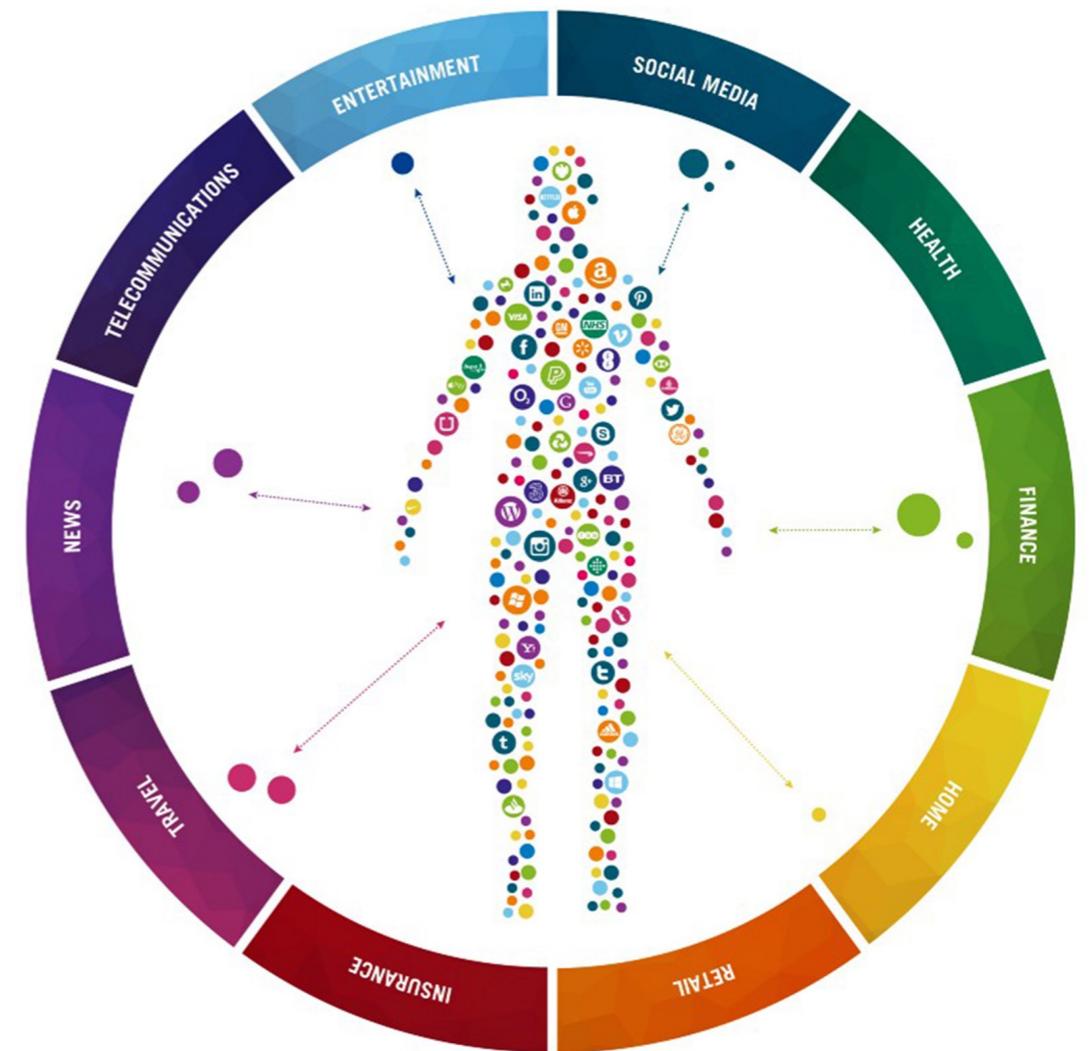
In 2018, B2B companies who personalize their sites will be doing 30% better than those without personalization.

**Source: Gartner**

Organizations who are personalizing their web experiences see, on average, a 19% uplift in sales. **Source: Monetate**

Forty percent (40%) of consumers buy more from retailers who personalize the shopping experience across channels.

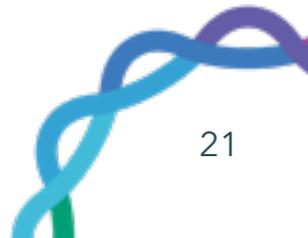
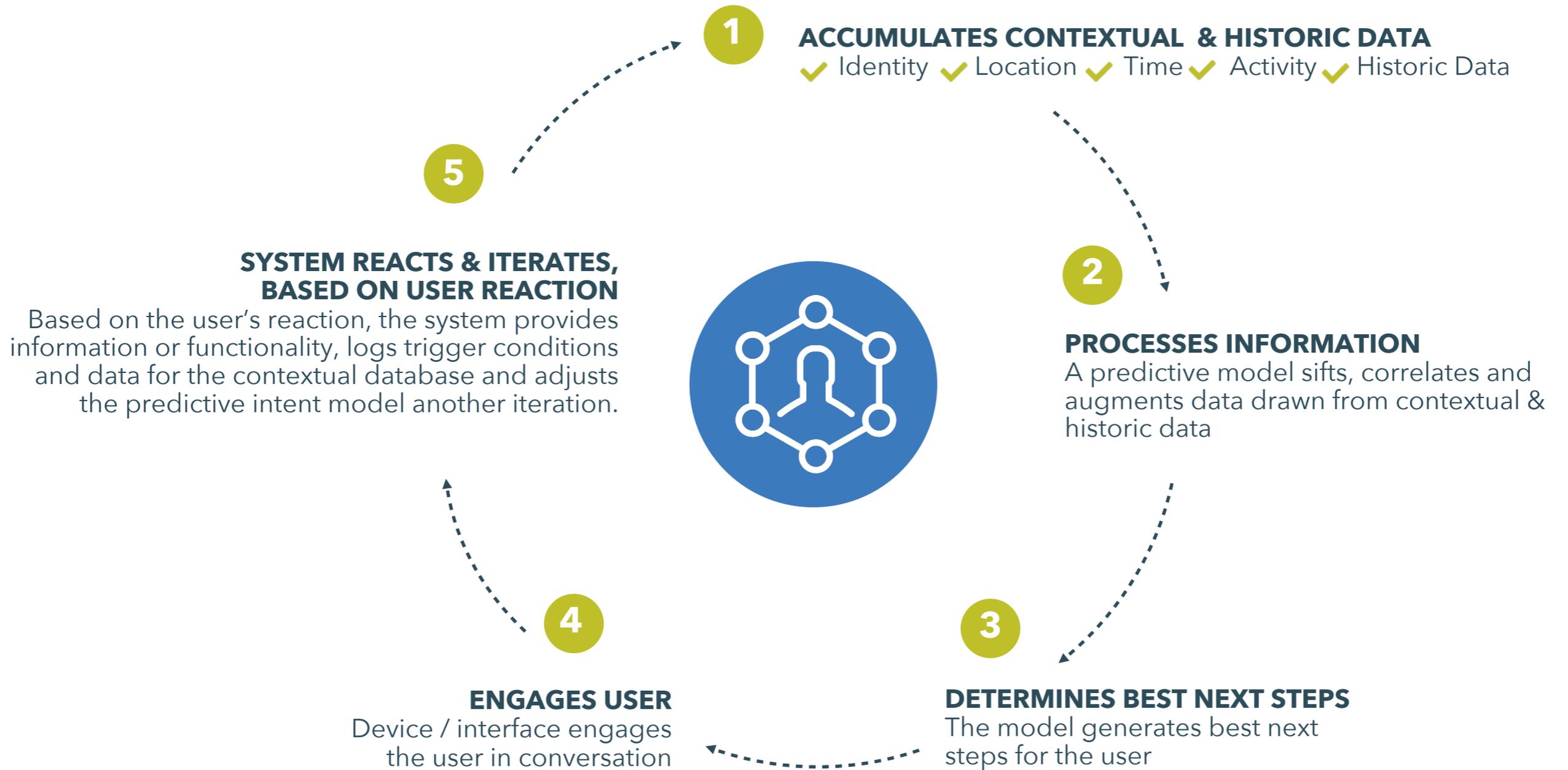
**Source: MyBuys**





# HOW DOES PERSONALIZATION WORK?

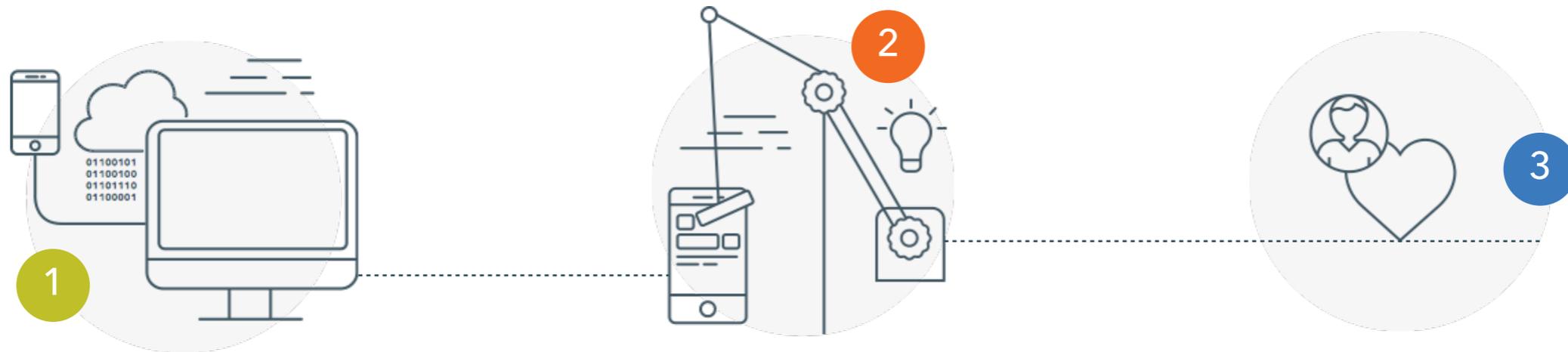
Personalization revolves around capturing the contextual situation of users and allowing services to predict and respond to needs, often without users having to request them explicitly.





# HOW DOES THE TECHNOLOGY WORK?

## SEAMLESS & RAPID INTEGRATION



When a user uses an OpenDNA-powered platform (Web or Mobile) the Artificial Intelligence System (AIS) analyzes their interactions in real-time and builds a detailed psychographic profile that's updated and deepened with each ensuing use.

OpenDNA's AIS in real-time analyses a business data stream (products, news, ads, videos etc.) and builds a unique contextual profile.

OpenDNA in real-time provides the user with relevant content automatically tailored to the user's profile from the business (products, news, ads, videos, etc.) that drives better business outcomes.

Users have complete control and transparency of data on their interests, allowing them to edit them and influence their personalized experiences in real-time.

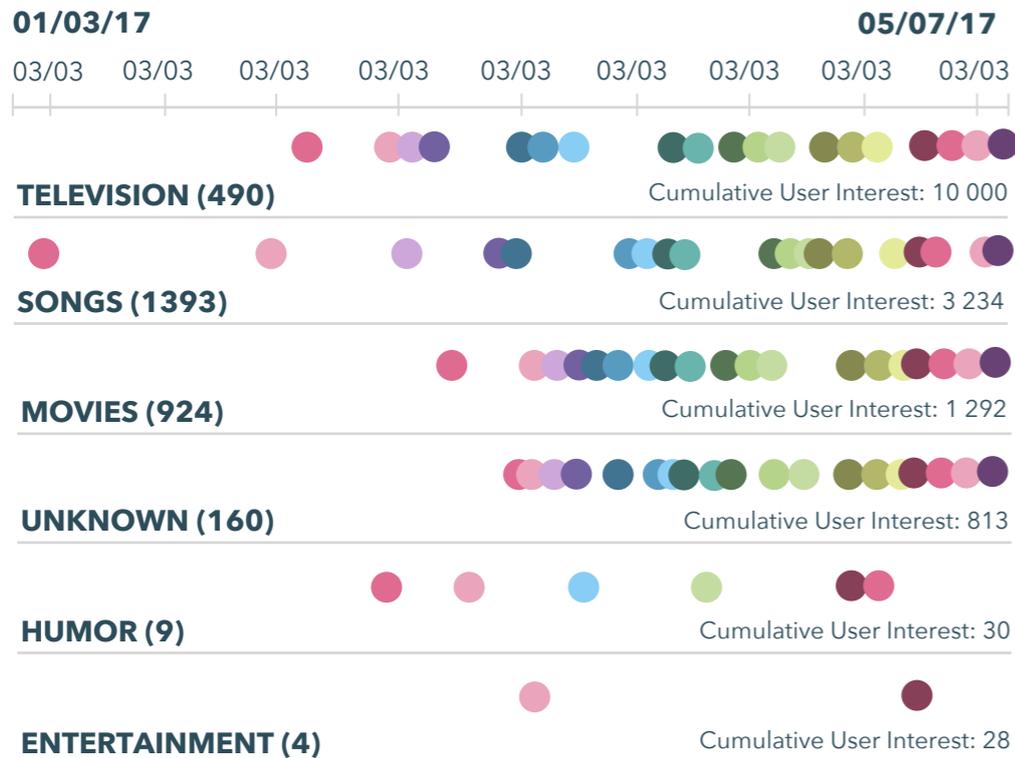


# VIDEO STREAMING USECASE

**USER: MICHAEL SMITH, 29**

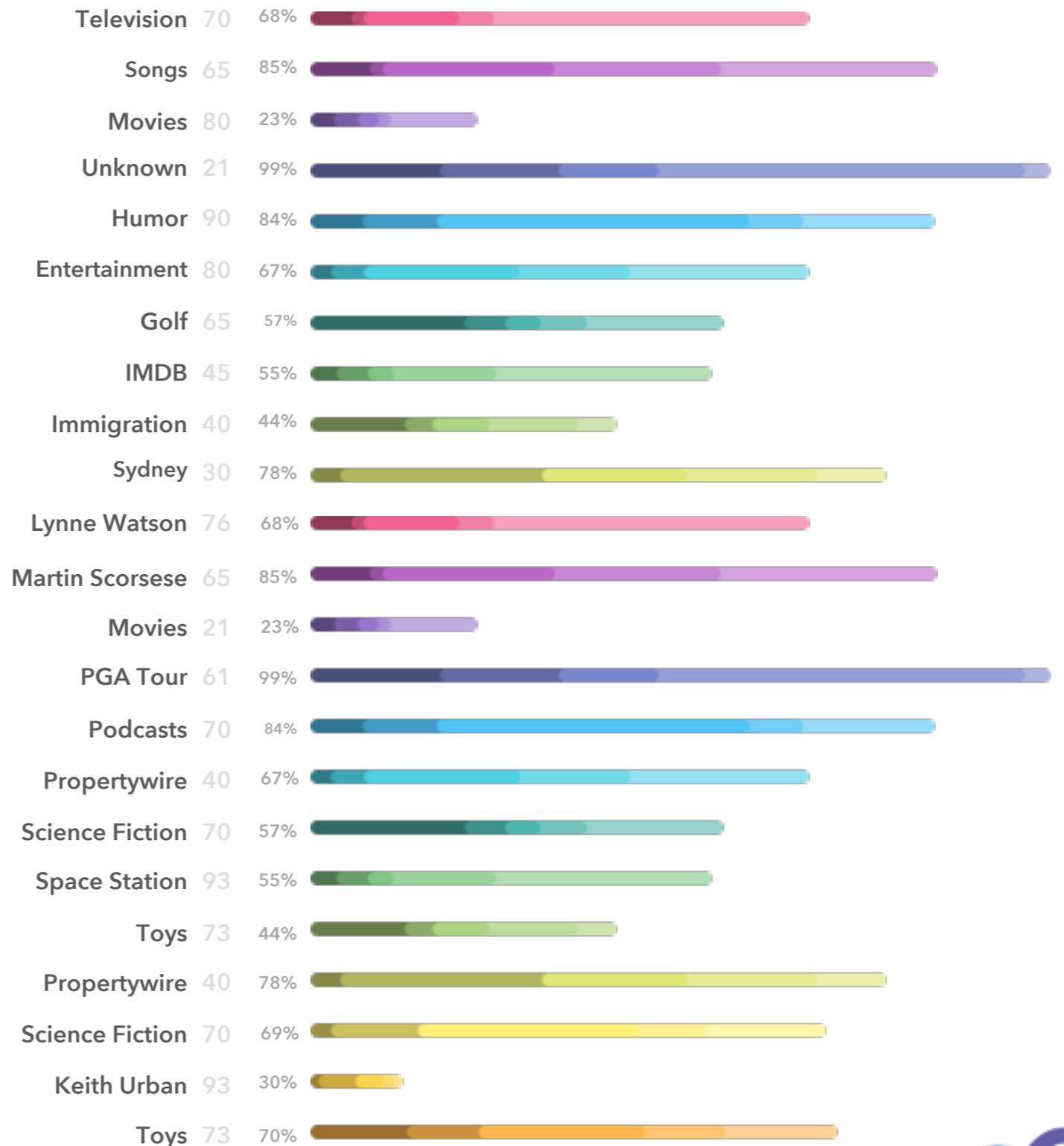
## USER VIDEO ACTIONS

The videos watched by the user in our data set. The actions taken by the user for which we had data on the related videos (-75%)



## RECOMMENDATION HIT RATE: 58.00%

The recommendation statistics are based on the static data set to which OpenDNA had access. These recommendations were not presented to users, so the real-time feedback loop which would be present in a real-world environment was not active. This limitation has a negative impact on the recommendation statistics.





# DRIVING REVENUE

## HOW PUBLISHERS CAN BENEFIT FROM OPENDNA

	Without OpenDNA	With OpenDNA	Without OpenDNA	With OpenDNA
<b>Number of Users</b>	1,000,000	<b>1,000,000</b>	5,000,000	<b>5,000,000</b>
<b>Monthly Active Users</b>	350,000	<b>400,000</b>	1,750,000	<b>2,000,000</b>
<b>Average Number of Pages Viewed Per User Per Day</b>	2	<b>6</b>	2	<b>6</b>
<b>Average Revenue Per Thousand Ad Impressions* (Ad Impression = Each Time Ad is displayed)</b>	\$2.50	<b>\$2.50</b>	\$2.50	<b>\$2.50</b>
<b>Publisher Revenues Per Month</b>	\$7,875	<b>\$27,000</b>	\$39,375	<b>\$135,000</b>

\*The above figures are an example of what ad networks could pay out to publishers. The prices can range from \$0.10 to \$50 per thousand impressions.

## REVENUES AVAILABLE TO OPENDNA

	With OpenDNA	With OpenDNA
<b>Number of Users</b>	1,000,000	5,000,000
<b>OpenDNA User License Fee*</b>	<b>\$4,319</b>	<b>\$11,499</b>
<b>Total Pages Viewed</b>	6,000,000	30,000,000
<b>Avg. OpenDNA Page View Charges (Based on Session Charges)*</b>	<b>\$7,000</b>	<b>\$30,000</b>
<b>OpenDNA Share of Ad Revenue (minimum 5% of publisher revenue)*</b>	<b>\$6,750</b>	<b>\$6,750</b>
<b>TOTAL REVENUE PER MONTH FOR OPENDNA*</b>	<b>\$12,669</b>	<b>\$48,249</b>
<b>TOTAL REVENUE PER YEAR FOR OPENDNA*</b>	<b>\$152,028</b>	<b>\$578,988</b>

\*The above figures are an example of what can happen when customers power their systems with OpenDNA and also allow OpenDNA to run the ads on their network.

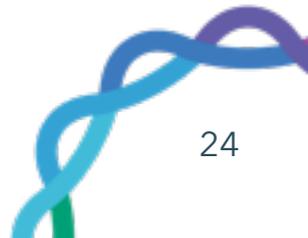
Publishers generate revenue through advertising and in some instances via product placements.

The key drivers for revenue for publishers is page views (i.e. the number of pages of content read by their users).

The higher the page views numbers the more revenue that they can make.

Secondly, by knowing more about their readers and being able to access their psychographic profiles, publishers can demand higher revenue shares from ad networks as they can better target the customers.

OpenDNA provides publishers the key to unlocking higher engagement time and increased revenue.





OPENDNA™

PEOPLE ARE NOT CATEGORIES  
PEOPLE ARE INDIVIDUALS

[opendna.ai](https://opendna.ai)

e: [jay@opendna.ai](mailto:jay@opendna.ai) | m: +65 8164 3912 | w: +65 3159 1381

Australia | Singapore | South Africa | USA