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OPN Partners with Iconic Tourist Destination Lobster Shack & agrees \$500k Placement

- **OpenDNA's RooLife partners with iconic tourist destination Lobster Shack to promote and sell its products to Chinese tourists**
- **RooLife China payments processing system including WeChat & Alipay to be implemented with Lobster Shack**
- **OpenDNA is to receive commission on the sale of all products sold through RooLife's mobile payment platform.**
- **Founders of Lobster Shack, members of the Thompson Family, invest in OpenDNA by way of \$500k placement**
- **Additional partnership opportunities being explored**

Artificial Intelligence (AI) and e-Commerce marketing company OpenDNA Limited (**ASX: OPN**) ("**OpenDNA**" or the "**Company**") is delighted to announce it will partner with iconic Western Australian tourist destination, Lobster Shack to provide marketing and Chinese mobile payment processing to service the Chinese tourism market.

In addition to the provision of marketing and payment processing services, the Company has agreed a strategic placement of shares ("Placement") in OpenDNA to the Thompson Family, founders of the Lobster Shack restaurant and Indian Ocean Rock Lobster, the seafood processing facility in Cervantes WA exporting live lobsters and a range of seafood products to China and other markets.

Under the terms of the Placement, which is expected to be concluded by the end of September 2019, OpenDNA will issue 13,157,895 new fully paid shares ("**Shares**") having an issue price of \$0.038, raising \$500,000. The funds are to be applied to the expansion of the RooLife platform and services, and general working capital, and will be issued utilising the Company's placement capacity under ASX Listing Rule 7.1.

All of the Shares issued will be on the same terms as, and rank equally in all respects with, the existing fully paid ordinary shares in the Company.

Under the partnership, RooLife and Lobster Shack plan to strategically work together to:

1. Implement the RooLife China payments processing system (including WeChat & Alipay) into the Lobster Shack;
2. Develop and deliver strategic initiatives aimed at increasing the number of Chinese tourists visiting the Lobster Shack;
3. Deliver Chinese language messaging, marketing materials and mobile applications to optimise ordering and increase sales of Lobster Shack products;
4. Explore additional business opportunities in cross-border transactions and sale of products into China.



Figure 1: RooLife to market and provide payment services to Lobster Shack

There is no set term to the partnership and OpenDNA will receive commission on the sale of all products sold through RooLife's mobile payment platform. The Company is unable to currently determine the financial impact of the partnership until such time as sales commence which may provide for clearer guidance into the future.

Managing Director Bryan Carr commented, "We are excited to be working with the Lobster Shack, which is an iconic tourist destination for Chinese tourists and which will provide exposure of RooLife services to even more Chinese consumers."

Lobster Shack and Indian Ocean Rock Lobster founder David Thompson added, "Chinese tourists and the China market as a whole, form such a significant part of our business. We serve over 1,000 meals in a day during our peak periods and Chinese tourists form the largest segment of our market and so being able to market directly to more Chinese travellers and accept payments using WeChat Pay and Alipay is an exciting prospect for us."

"We see the exciting growth opportunity for OpenDNA's RooLife business and so we are delighted to have the opportunity to invest in the company and we look forward to working closely with the OpenDNA team to grow the revenue and customer base." added Brent Thompson.

In addition to the Lobster Shack restaurant, the group operates Deep Sea fishing, Sea Lion, Lobster Catching and Lobster Factory Processing tours as well as direct sale of seafood globally.

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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.