



04 December 2019

OpenDNA Renamed RooLife Group Ltd
QBID Formal Completion

- **Following approval by shareholders, OpenDNA Limited has been renamed RooLife Group Ltd, effective from 2 December 2019**
- **Company's ASX Code is expected to change to ASX:RLG in the coming days**
- **RooLife Group's new domain will be www.roolifegroup.com.au**
- **RooLife Group's acquisition of QBID Pty Ltd completed by way of payment of \$50k in cash and issue of 12,938,605 fully paid ordinary shares, escrowed for 12 months.**

Digital Marketing and e-Commerce marketing company RooLife Group Ltd ("**RooLife Group**" or the "**Company**") is delighted to announce the completion of the acquisition of China market entry and digital marketing company, Quality Brands International Direct ("**QBID**"), with all conditions precedent to the acquisition having been met and the payment of \$50k in cash and the issue of 12,938,605 fully paid ordinary shares in the Company.

The Company's name change to RooLife Group Ltd was approved at the Annual General Meeting of shareholders held on 29 November 2019, with the change effective 2 December 2019.

The Company believes that the renaming to the iconic RooLife Group Ltd will serve the company well, particularly in China.

The RooLife Group thanks shareholders for their support and with the Company's expanded capability and customer footprint in both Australia and China, looks forward to the continued development and growth of the business. Shareholders will be updated on the expanded Company's achievements as they occur.

ENDS

For further information, please visit the RooLife website at www.roolifegroup.com.au or contact:

Bryan Carr
Managing Director
Ph: +61 8 6444 1702
Email: hello@opendna.ai

Peter Nesveda
Corporate Affairs & International Investor Relations
Ph: +61 3 9504 8420 or +61 412 357 375
Email: peter@intuitiveaustralia.com.au

About RooLife Group Ltd (ASX:OPN)

The RooLife 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 Group's hyper personalisation and profiling Artificial Intelligence System, RooLife provides personalised real-time, targeted marketing. With a key focus on driving sales in Australia and China the Company's 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.