OPENDNA ™

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OPN's AI Platform to launch in world's largest online market[1]

- **OpenDNA appoints dedicated distributor QEdge in China for the sale and distribution of its Artificial Intelligence and Machine Learning technology**

- **New Artificial Intelligence revenue lines to be targeted in e-Commerce sector in China where over 55.8% of all online retail sales globally occur[1]**

- **OpenDNA and QEdge to target business and e-Commerce users for its hyper personalisation and profiling Artificial Intelligence engine to provide valuable customer insights into Chinese consumers and online users**

Artificial Intelligence (**AI**) and e-Commerce marketing company OpenDNA Limited (ASX: OPN) ("**OpenDNA**" or the "**Company**") has entered into an agreement appointing a dedicated distributor in China for the sales and distribution of its Artificial Intelligence and Machine Learning technology.

OpenDNA has appointed **Qingdao Edge Technology Company Limited**(青岛睿哲信息技术有限公司) ("**QEdge**") to market and sell the OpenDNA AI platform on a non-exclusive basis in China where online consumers generate much of the world's digital data, which is the key ingredient for the successful application of AI platforms.

The OpenDNA hyper personalisation and profiling Artificial Intelligence System provides personalised real-time, targeted marketing allowing brands to better market products to consumers based on their profiles and behaviours.

The platform is expected to have wide application in China where consumers are early and eager tech adopters, which is reflected by smartphone penetration rates across China. Industry forecasts show that in 2019 the country will account for over 55.8% of all online retail sales globally.[1]

The AI platform developed and owned by OpenDNA builds and maps user interests in apps and web platforms they use, creating psychographic maps of users' interests and enriching that information with 3rd party information predicting and delivering information that is relevant to each individual user based on their profile and previous behaviour.

Figure 1: OpenDNA AI and Hyper-personalisation Platform to be launched in China

China has been identified by PwC and McKinsey Global Institute as having the most to gain from AI technologies as it is expected to assist the country to improve its productivity levels. The sector has strong government support in China.[2]

Bryan Carr, Managing Director of OpenDNA, commented "We are delighted to have formalised a relationship with QEdge, a well-established IT company in China with a track record of working successfully with western brands in the China market. We will work together to target sectors where we think we can deliver quick improvements in the world's largest online market through the application of our AI platform to sectors such as e-Commerce."

General Manager of QEdge, Xiaodong Wang, added, "We are really excited to have access to OpenDNA's technology and we see great opportunity in China for OpenDNA's AI platform. Based on the large volume of data being generated online every day and the alignment with the State Council issued AI Development Plan, we see this as a great opportunity to expand into new industry sectors and generate new revenue streams for both companies."

OpenDNA is looking to leverage the State Council issued "New Generation AI Development Plan" which prioritises China's focus on applications for AI. The plan's specific benchmarks for AI and AI-related matters, sets a target of a gross output of RMB 1 trillion (AUD 200 billion) for the core AI industry and RMB 10 trillion (AUD2 trillion) for related industries by 2030.[2]

A report from McKinsey Global Institute supports this view, estimating that 51% of work activities in China can be automated - more than any other country in the world.[3]

We look forward to continuing to update shareholders on our further progress as we continue growing our customer base and revenue lines.

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1. Source: www.emarketer.com/content/china-to-surpass-us-in-total-retail-sales
2. Source: PwC, 2017; McKinsey Global Institute, 2017; www.fhi.ox.ac.uk/wp-content/uploads/Deciphering_Chinas_AI-Dream.pdf
3. Source: McKinsey Global Institute, 2017a

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About OpenDNA Limited
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.

About QEdge (青岛睿哲信息技术有限公司)
QEdge is a China-based high-tech agency dedicated to development, performance marketing, creative design, technology incubation and investment. As a partner of choice for major corporations, brands, and governments, we enable our clients to maximize their marketing investments – across mobile and desktop – with our tailored products and supporting services.
QEdge is a certified cooperative partner of many world-class brands such as Microsoft, Sitecore and Intergraph. Paying great attention to quality, QEdge has been appraised at CMMI Level 5, ISO9001 and ISO27001.