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OpenDNA to power Boardroom.Media

Highlights:

- Boardroom.Media, a leading digital multimedia production company based in Sydney, Australia, signs Services Agreement to power its platforms using OpenDNA's "Artificial Intelligence System" (AIS)
- Boardroom.Media specialises in quality audio and video production and webcasting services for listed companies, asset managers and professional services firms
- OpenDNA's AIS will enable Boardroom Media to obtain better insights into online readers and subscribers, in turn delivering a richly personalized news and content experience for the individual reader

Leading artificial intelligence company OpenDNA Limited (ASX: OPN) ("**OpenDNA**" or the "**Company**") is pleased to announce the signature of a binding Services Agreement ("**Agreement**") with Boardroom.Media ("**Boardroom**"), a privately held Sydney based digital media production company.

The Agreement includes integrating OpenDNA's AIS into Boardroom's digital platforms, to enable OpenDNA to generate insights and psychographic data for Boardroom on its individual readers. Through the use of OpenDNA's technology, each individual reader will in turn be delivered highly personalized content that is tailored to their specific interests.



Furthermore, through the use of OpenDNA's technology, Boardroom will also have access to additional externally sourced content to add to its already extensive content library, as well as the inclusion of native advertising, which provides Boardroom with an additional revenue stream.

The Agreement is for an initial one-year period, under which OpenDNA will be entitled to a fixed monthly user-based license fee and content sourcing fee. In addition, OpenDNA will be entitled to a 25% share in any uplift in revenue generated from advertising within Boardroom's website. The psychographic profiles will enable Boardroom to highly target readers with the most personalized news and advertisement content.

The partnership struck between OpenDNA and Boardroom is designed to unlock synergies, specifically through combining relevant content, publishing and data to rapidly target growth for Boardroom both in Australia and overseas, which in turn would lead to a positive increase in revenues for both parties. The benefits for OpenDNA include access to a sophisticated and highly relevant audience via Boardroom's integrated investor and public relations services, which includes ongoing exposure to Boardroom's listed companies, asset managers and professional services firms. Furthermore, the partnership intends to pursue joint business development activities and establishing an "innovation and data lab" for developing new commercial product initiatives.

Speaking today in relation to the signing of the Agreement, Will Canty, Chief Executive Officer of Boardroom Media, said:

"At Boardroom.Media, we live to tell stories that connect audiences with the ideas that are shaping tomorrow. Through the implementation of OpenDNA's leading edge artificial intelligence technology, we will gain further insights into the interests, likes and dislikes of each of our readers, down to an individual level, which will ultimately enable us, as a publisher, to deliver to each of our readers the most relevant and engaging content."

OpenDNA's Managing Director and CEO, Jay Shah, said:

"Boardroom.Media provides a wealth of content to its readers and subscribers through various forums, including 'Talking Stock' and 'Swings & Roundabouts' series. They have a solid reputation for delivering the issue of the day and share insights from trusted commentators across diverse sectors, which has resulted in them achieving enviable growth. Our technology will facilitate continued future growth as a result of Boardroom gaining better insights of its individual readers, tailoring content based on their likes and dislikes and delivering it to them seamlessly. In turn, will generate higher retention of readers."

ENDS

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People are not categories. People are individuals.

BOARDROOM.MEDIA

About Boardroom.Media

Boardroom.Media is a leading digital media production company specialising in quality audio and video production and webcasting services for listed companies, asset managers and professional services firms. They have years of sector experience and a highly-skilled team of webcasting technicians, video producers and media professionals who consistently deliver high-end, professional results. Some recent highlights:

- Delivered over 150,000 webcasts and produced thousands of hours of engaging video content;
- Created an interactive live multimedia webcast platform that incorporates a mobile first approach; and
- Developed media Application Programming Interface (API) allowing clients and partners to access and feature content on their own website

About OpenDNA

OpenDNA is an artificial intelligence platform that empowers businesses to better understand their individual customers and in turn use the psychographic profiles developed to better target and personalize their customer's experiences automatically and in real-time.

OpenDNA generates revenue by charging a user license fee for its technology use as well as a secondary component comprising of either data connection charges (each time a business powered by OpenDNA requests information about one of its customers) or a share of the uplift of revenue produced by the use of its technology. Our business model is completely aligned with the success of our clients.

opendna.ai

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Registered as: OpenDNA Limited

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