

24th January 2020

OtherLevels Announces Strategic Partnership

OtherLevels Holdings Limited (ASX: OLV) ("OtherLevels") is pleased to announce it has signed a major strategic distribution agreement with Genius Sports Media. Genius Sports Media is the trusted digital marketing partner to more than 150 gambling operators around the world and the partnership will create the first unified, omni-channel and personalised marketing service specifically for the betting, gaming and lottery industry.

A copy of the press release from Genius Sports Media and OtherLevels is attached.

The Board of Directors of OtherLevels sees this partnership as a key milestone in the Company's strategy of accelerating our sales reach and increasing distribution through market leading channel partners, particularly in the high growth emerging US market.

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About OtherLevels

OtherLevels is a leading second-generation digital marketing platform with offices in Europe, the US and Australia.

The OtherLevels platform enables clients to ***acquire sooner, engage smarter*** and ***retain longer*** across desktop, mobile web and apps audiences. OtherLevels provides both ***OtherLevels Intelligent Messaging***, an omni-channel messaging solution, as well as ***OtherLevels In-Play***, a real-time live messaging solution for on-line sports betting and iGaming operators. OtherLevels leading clients include Camelot (UK), Tatts/Tabcorp, Flight Centre, IHG, OPAP, Golden Nugget, LadbrokesCoral and Betfred.

For more information, please visit <http://otherlevels.com>

For media enquiries please contact media@otherlevels.com.

Genius Sports Media partners OtherLevels to unlock the power of personalisation across every channel

Partnership creates single, seamless solution for acquisition, engagement and retention across inbound and outbound channels, using paid and owned media

(UK, LONDON – 23 January, 2020) Genius Sports Media, the trusted digital marketing partner to more than 150 gambling operators around the world, has partnered with OtherLevels to create the first unified, omni-channel and personalised marketing service specifically for the betting, gaming and lottery industry.

The new agreement makes Genius Sports Media the exclusive distributor for new direct sales of OtherLevels' Intelligent Messaging Platform and Live In-Play Platform for use in the gambling sector.

Building on Genius Sports Media's renowned programmatic media buying service, the integration of OtherLevels' products will help its customers deliver highly contextual messaging across digital media, in-app and web-based push messaging, SMS and email.

The companies' combined expertise in automated, real-time marketing will help engage bettors before and during sporting events with campaigns brought to life with live odds, real-time match data and historical user data.

Josh Linforth, Commercial Director of Genius Sports Media, said: "Integrating OtherLevels' platform into our offering for customers adds a new dimension of sophistication to our suite of products and creates one, unified offering for personalised campaigns at scale. This partnership delivers the best solution in the market, with huge potential in the U.S. in particular, backed by the combined expertise of two industry leaders."

Brendan O'Kane, OtherLevels Managing Director, said: "Partnering with Genius Sports Media enables us to jointly offer a single solution for acquisition, conversion and retention across both performance and owned media. By merging the delivery of above- and below-the-line campaigns, regardless of whether players are anonymous or known, will help marketing teams maximise the effectiveness of spend like never before."

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OTHERLEVELS

About Genius Sports Media

Genius Sports Media creates the next generation in content and marketing services for sports and gaming brands, powered by the fastest, most reliable data on the planet. We are the evolution of the past 10 years of customer data analytics, programmatic media buying know-how, and live sports data expertise.

We make it simple for advertisers to connect with sports fans by embedding content like real-time statistics, betting odds or video highlights into their creative. By optimising the content and delivery of campaigns around the sporting calendar, the service replaces scattergun marketing with non-intrusive, personalised messaging that captures the emotion of live sport.

As part of the Genius Sports Group, headquartered in London and across 16 locations worldwide, our technology is trusted by the biggest name in sports, betting and gaming, and sports media.

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