

## ASX:HWH RELEASE / 10 February 2021

## Houston We Have and Wipro form a strategic alliance to bring Augmented Intelligence to digital marketing and strategy

Sydney, Australia – February 10, 2021: Houston We Have (ASX: HWH), an innovative technology company that combines patented augmented intelligence software with advisory services, and Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company, have entered into a strategic alliance to help organizations use data for better decision making. This alliance will see Houston We Have's solutions deployed to selected Wipro clients with the aim of improving customer retention and supporting improved targeting of products and services.

Wipro specialises in creating 'ME'aningful experiences to enhance customer journeys in today's digital world. With retail and other industries undergoing significant disruption as the balance of power shifts to the consumer, many of Wipro's clients are leveraging the company's technological and sector expertise to gain agility and competitive advantage. Wipro not only enables process and technology transformation but also provides an innovation ecosystem that allows retailers to experience new technology and business paradigms.

Houston We Have uses patented augmented intelligence software, data science and commercial insight to help organisations make better decisions, at speed and without bias. Its solutions allow clients to predict likely future outcomes without bias, and with high degrees of transparency, reliability and certainty. Originally developed for use in military intelligence, the company's software can also be used to help identify customers most at risk of directing their spend to competitors, in addition to the type and timing of future purchase decisions.

**Elizabeth Whitelock, Managing Director and CEO, Houston We Have said:** "This alliance will see Houston We Have apply our patented technology to some of the leading businesses in the world. We are looking forward to working with Wipro, who are known for their expertise in digital customer journeys, to help their clients create more meaningful customer relationships and winning strategies."

## -ENDS-

Elizabeth Whitelock Managing Director and CEO Houston We Have Ltd.

Authorised for release by the Board of Directors of Houston We Have Ltd

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## Houston we Have

**ABOUT US**: Houston We Have (ASX: HWH) uses patented augmented intelligence software, data science and commercial insight to help organizations make better decisions, at speed and without bias. The company develops automated technology solutions that can be deployed in various industries and contexts. It specializes in harnessing the power of data and human inputs to predict outcomes and associated degrees of certainty. Houston We Have is headquartered in Sydney, Australia with employees in Australia, New Zealand and the UK. More information is available at www.houstonwehave.ai