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MOU SIGNED WITH MEDIAFUSE FOR INTEGRATION OF PERSONALISED ADVERTISING TECHNOLOGY

Highlights

- **MediaFuse to work with OpenDNA to implement personalised advertising framework across all OpenDNA powered platforms – boosting customer engagement and retention**

- **Partnership with MediaFuse is a key opportunity for OpenDNA to penetrate global content publishing sector**

- **Integration of ad networks is a key near-term revenue driver for the business and a major milestone for the successful monetisation of the OpenDNA technology platform**

- **OpenDNA allows companies, brands and promotional campaigns to understand, target and interact in a more individualised level with their end-users**

- **Robust business development pipeline established and well-funded to drive organic growth opportunities in both domestic and international markets**

OpenDNA Limited (ASX: OPN) ("OpenDNA" or the "Company") is pleased to advise that it has entered into a binding Memorandum of Understanding ("MOU") with US-based advertising technology company MediaFuse ("MediaFuse").

Established in New York in January 2012, MediaFuse has a team of 15 professionals that partner with content publishers globally to drive revenue growth through the implementation of programmatic media and operations strategies.

Under the agreement, MediaFuse will provide OpenDNA with the ability to generate advertising revenue across all of their digital platforms. MediaFuse will also work with OpenDNA to launch a personalised ad management system to better target and engage end-users, in turn driving increased revenue for publishers.

The agreement targets key growth drivers for content publishers globally including user acquisition, page view volumes and page view session times. Through the integration of OpenDNA's personalisation technology, publishers will now be able to better understand their users interests and provide a more targeted and relevant end-user experience. This in turn leads to increased page views and user retention rates – enabling publishers to increase their advertising revenue.

In addition, as part of the MOU, OpenDNA and MediaFuse agree to formalise a Channel Partner program to resell the OpenDNA's technology platform to its customer base. This will assist with significantly expanding the Company's global footprint.

OpenDNA's technology has the capacity to revolutionise the way in which brands and organisations interact with targeted individuals on a global scale. Data analytics and consumer profiling technology has driven the categorization of end-users to date, however OpenDNA drives much deeper as it enables the real-time tracking of end-users to gauge their interests, opinions and propensity to engage.

OpenDNA's Chief Executive Officer, Jay Shah, commented:

"This partnership with MediaFuse represents the first step towards the monetisation of OpenDNA's digital platforms, with the ability to generate advertising revenue a significant near-term catalyst for the business.

"Digital publishers globally are actively looking at technologies that can help them better monetise their content from page views and session times. OpenDNA and MediaFuse are the gateway to this monetisation. The potential revenue we can realise from these publisher relationships is very compelling.

"OpenDNA is now focused on leveraging the benefits from its recent ASX listing to rapidly scale up its global customer base, and the Company will provide further updates on a number of near-term commercial developments shortly."

-ENDS-

For further information, please visit the OpenDNA website at www.opendna.ai or contact:

Jay Shah	Kevin Fell
Chief Executive Officer	Chief Operating Officer
Ph: +61 8 6444 1702	+61 2 8317 3637
Email: hello@opendna.ai	Email: hello@opendna.ai

Released through Sam Burns, Six Degrees Investor Relations on +61 400 164 067

About OpenDNA

People are not categories. Massive amounts of data, sources and devices has driven categorization of end-users, but has not understood the end-user as a unique individual. OpenDNA's proprietary artificial intelligence and machine learning changes this to enable companies, brands and consumers to have much deeper, informed relationships. Leading applications use the technology including news content app Jottr, political content apps Jottr Elect, Trump Elect and Hillary Elect, and Joe Garcia for Congress Elect, as well as sports content and community app SportsBlog. OpenDNA is listed on the Australia Securities Exchange (ASX) under OPN.

About MediaFuse

MediaFuse serves as a resource to publishers to support programmatic strategy and ad operations. MediaFuse's partnership with publishers spans ad tech stack development, header bidding strategy, troubleshooting PMPs, and managing custom direct campaigns. MediaFuse's Real-Time Bidding functionality provides publishers with the highest eCPM rates and advertisements that will be relevant to their websites and valuable to their audience. Publishers working with MediaFuse are able to benefit from working with an exceptionally wide range of premium advertisers in every vertical. MediaFuse assists in driving digital revenue by providing a customized approach to engagements from strategy, to implementation, to monetization.