27 June 2017

OPENDNA PIONEERS AI EXPANSION
INTO MOBILE HARDWARE

HIGHLIGHTS:

- Binding MOU signed with Future Mobile Technology ("FMT"), manufacturer and provider of the high-quality "Netsurfer" range of Android mobile devices to the European and African markets

- Jottr, OpenDNA's personalized content App, will be available on Google's Play Store and pre-loaded on Netsurfer handsets and will host **over 2,000** sources of rich content streams

- Through this pioneering development, OpenDNA-enriched Netsurfer Devices will "learn" and tailor news, entertainment, sports, technology, and lifestyle content to each individual user

- The strongly-growing Netsurfer brand provides a potentially lucrative opportunity under the MOU for OpenDNA to share in revenue derived by FMT from its user base

- OpenDNA's innovative machine learning-powered personalization technology opens the way for Android device manufacturers to tailor services and content across Google's rich content ecosystem, paving the way for the "Internet of Me"
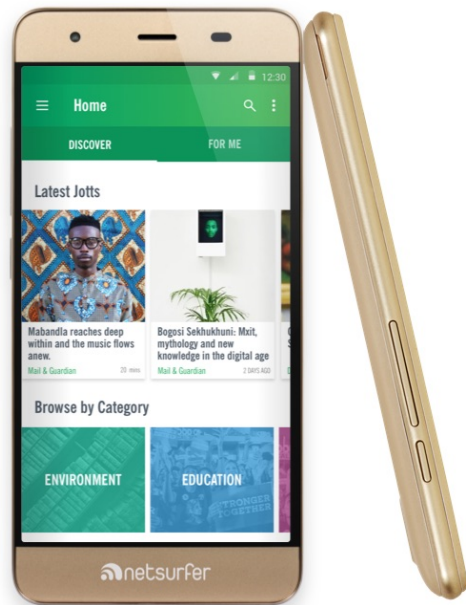
Leading artificial intelligence company OpenDNA Limited (ASX: OPN) ("**OpenDNA**" or the "**Company**") is pleased to announce the signature of a binding Memorandum of Understanding ("**MOU**") with progressive Android handset manufacturer and supplier Future Mobile Technology ("**FMT**"), following which the parties will pursue opportunities in connection with the utilisation by FMT of OpenDNA's personalisation and artificial intelligence technology in relation to its mobile devices.

Under the MOU, OpenDNA's personalised content app Jottr will be installed on FMT's wide array of the latest "Netsurfer" brand smartphone and tablet devices, enabling the Company's proprietary personalisation technology to further enhance the user experience of FMT's feature-packed and premium-designed products. The Jottr app will work unobtrusively in the background, learning about the device owner's preferences, needs, wants and habits so as to facilitate the delivery of content which is tailored specifically to their interests – including the delivery of native ads made possible through the Company's agreement with Facebook. In return, OpenDNA will receive 50% of all advertising revenue derived from the use of the app in the device.

OpenDNA-enriched Netsurfer phones and tablets are currently expected be available for market release during Q4 of 2017.

As part of the parties' collaboration under the MOU, OpenDNA will also be working closely with FMT to evaluate ways in which its core AI technology can be integrated into the smartphone operating environment. This will in turn enable secure personality profiles to be built in relation to the device's user, in order to ensure they receive the most personalised and relevant experience of the internet and apps they download. This helps paves the way for the future of "Internet of Me" experience whereby users are able to control the experiences of the internet, making it more personal, more relevant.

The MOU represents a breakthrough development in terms of the introduction of artificial intelligence-driven personalisation into the mobile hardware sector. With Netsurfer being the first African brand of smartphones to use artificial intelligence to improve the user experience and demonstrate the benefits of personalisation to mobile handset owners. Already growing strongly, the introduction of OpenDNA's technology is expected by the parties to facilitate continued uptake of Netsurfer brand devices in the African and European markets, creating potentially lucrative benefits for both the Company and FMT under their revenue share arrangements.

Speaking today in relation to the signing of the MOU, OpenDNA Managing Director and CEO Jay Shah said:

"Netsurfer products are beautifully designed and tailored to their customer base and we are excited about the opportunity to leverage our technology to push the boundaries even further by offering each individual user a highly tailored, personalized content experience. Smart devices have become integral to our lives – especially when we personalize them exactly to our preferences – and we are excited about the new era which OpenDNA is helping to usher in, whereby your device will personalize itself to your interests simply by using it."

Tracy Andersson, FMT's CEO, said:

"We recognise that OpenDNA is pioneering the way for machine learning to assist makers of smart devices to tailor content experiences for their users. Our partnership with OpenDNA was a natural fit – we want our users to 'love their Netsurfer' and the content experience is a major part of making that a reality."

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

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About OpenDNA Limited

People are not categories. People are individuals.

To businesses, OpenDNA provides real-time insights into their individual customers' behaviour which allows them to better predict their needs. This enables businesses to deliver a more relevant customer experience at an individual level, which drives increased revenue. OpenDNA's artificial intelligence and machine-learning system automatically creates detailed psychographic user profiles, which helps deliver better business outcomes.