



OPENDNA™

1<sup>st</sup> ANNUAL GENERAL MEETING

NOVEMBER 30<sup>TH</sup> 2017

ARTIFICIAL INTELLIGENCE

PEOPLE ARE NOT CATEGORIES. PEOPLE ARE INDIVIDUALS.



## Disclaimer

**Nature of this document:** The purpose of this presentation is to provide general information about OpenDNA Limited (the 'Company'). Unless otherwise stated herein, the information in this presentation is based on the Company's own information and estimates. In attending this presentation or viewing this document you agree to be bound by the following terms and conditions.

**Not an offer:** This presentation is for information purposes only and does not constitute or form any part of any offer or invitation to sell or issue, or any solicitation of any offer to purchase or subscribe for, any securities in the Company in any jurisdiction. This presentation and its contents must not be distributed, transmitted or viewed by any person in any jurisdiction where the distribution, transmission or viewing of this document would be unlawful under the securities or other laws of that or any other jurisdiction.

**Not financial product advice:** This presentation does not take into account the individual investment objectives, financial situation and particular needs of each of the Company's Shareholders. You may wish to seek independent financial and taxation advice before making any decision in respect of this presentation. Neither the Company nor any of its related bodies corporate is licensed to provide financial product advice in respect of the Company's securities or any other financial products.

**Forward-looking statements:** Certain statements in the presentation are or may be "forward-looking statements" and represent the Company's intentions, projections, expectations or beliefs concerning, among other things, future operating and exploration results or the Company's future performance. These forward looking statements speak, and the presentation generally speaks, only at the date hereof. The projections, estimates and beliefs contained in such forward looking statements necessarily involve known and unknown risks and uncertainties, and are necessarily based on assumptions, which may cause the Company's actual performance and results in future periods to differ materially from any express or implied estimates or projections.

**Disclaimer:** No representation or warranty, express or implied, is made by the Company that the material contained in this presentation will be achieved or prove to be correct. Except for statutory liability which cannot be excluded, each of the Company, its directors, officers, employees, advisers and agents expressly disclaims any responsibility for the accuracy, fairness, sufficiency or completeness of the material contained in this presentation, or any opinions or beliefs contained in this document, and excludes all liability whatsoever (including in negligence) for any loss or damage which may be suffered by any person as a consequence of any information in this presentation or any error or omission there from. The Company is under no obligation to update or keep current the information contained in this presentation or to correct any inaccuracy or omission which may become apparent, or to furnish any person with any further information. Any opinions expressed in the presentation are subject to change without notice.

**Unverified information:** This presentation may contain information (including information derived from publicly available sources) that has not been independently verified by the Company.



# WHO IS OPENDNA?

ASX Listed in Nov 2016

Artificial Intelligence Business

---

Proprietary Artificial Intelligence and Machine Learning Software

---

FY17 - Building Out Year

FY18 - Implementation & Revenue Year

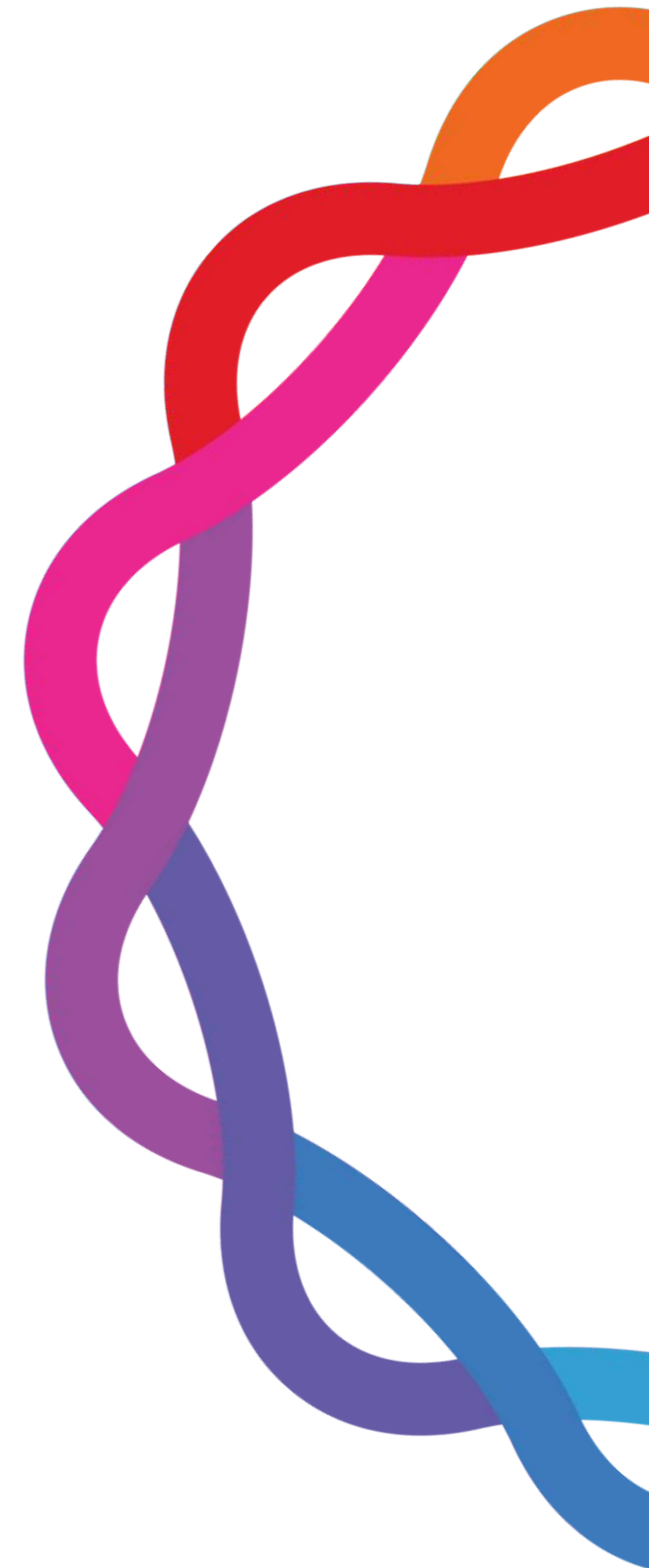
CORPORATE SNAPSHOT	
ASX Code	OPN
Listing Date	Nov' 2016
Cash (as at 30 June, 2017)	A\$ 3.8m
Market Cap (at \$0.15 / share)	A\$15.8m
52 week high (\$ / share)	\$0.20
52 week low (\$ / share)	\$0.10
Shares on issue	105m
Options	18m
Performance Shares	35m

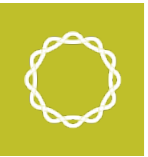




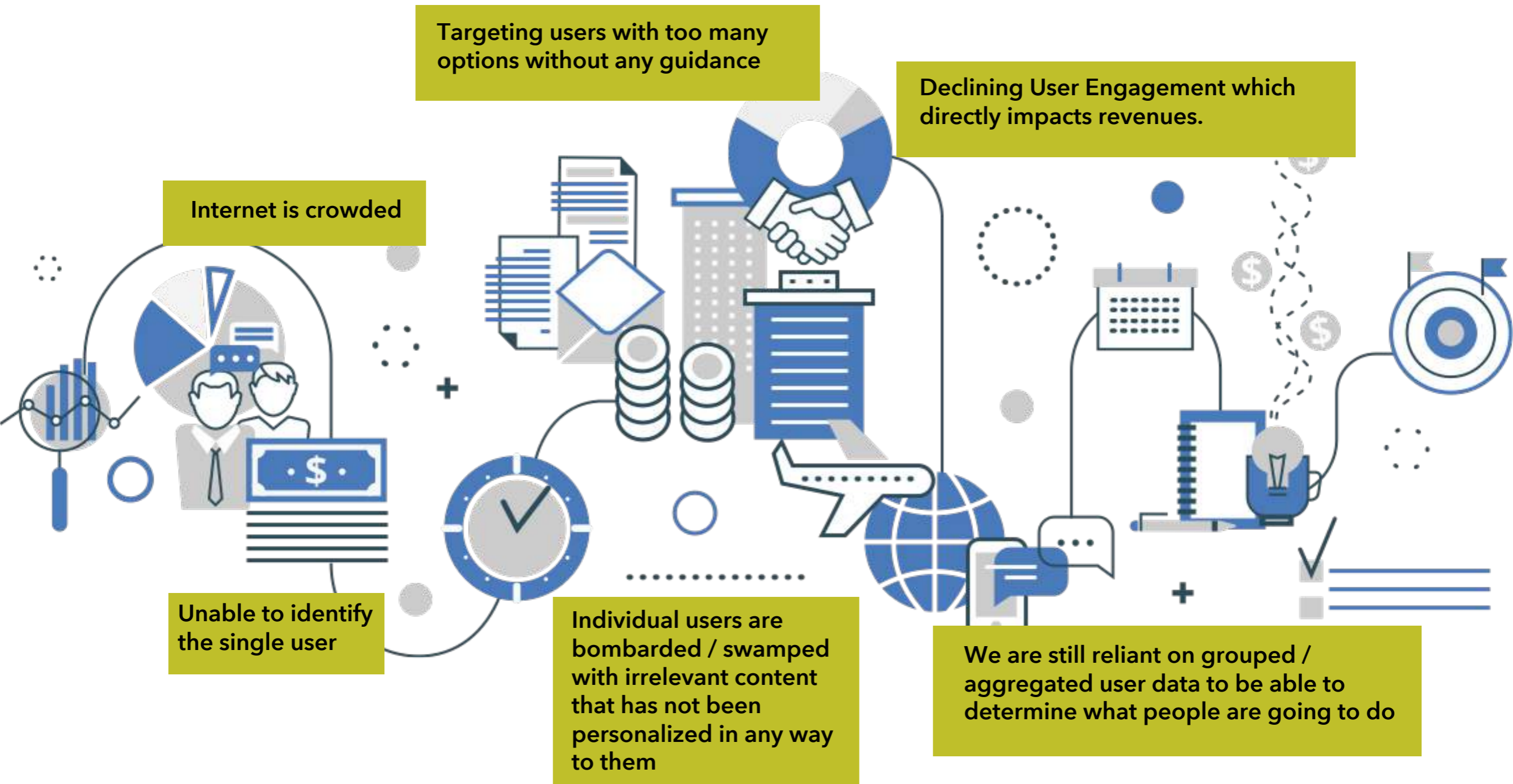
# MILESTONES ACHIEVED IN THE FIRST YEAR SINCE IPO

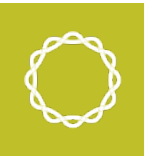
- Built up development (machine learning & data scientists) and operational teams
- Integrated Facebook and Fyber Ad Networks
- Awarded One of the top 200 “Business of Tomorrow” by WestPac Bank
- Built up sales pipeline
- Closed 4 tier-1 brands (Endeavour Drinks, Epoch Times, Gaia, Looker)
- Looker is backed by Google and their end-clients include Sony, The Economist, Amazon, Spotify, Lyft, etc.
- Built up strategic partnerships. Example: Boardroom.Media, Future Mobile Technology, etc.
- Developed Data Connectors and Adaptors for easier integration by 3rd parties
- Invented and launched IRIS a neural network web extraction tool
- Built Synapse, a data visualization tool to view psychographics and behavioral maps





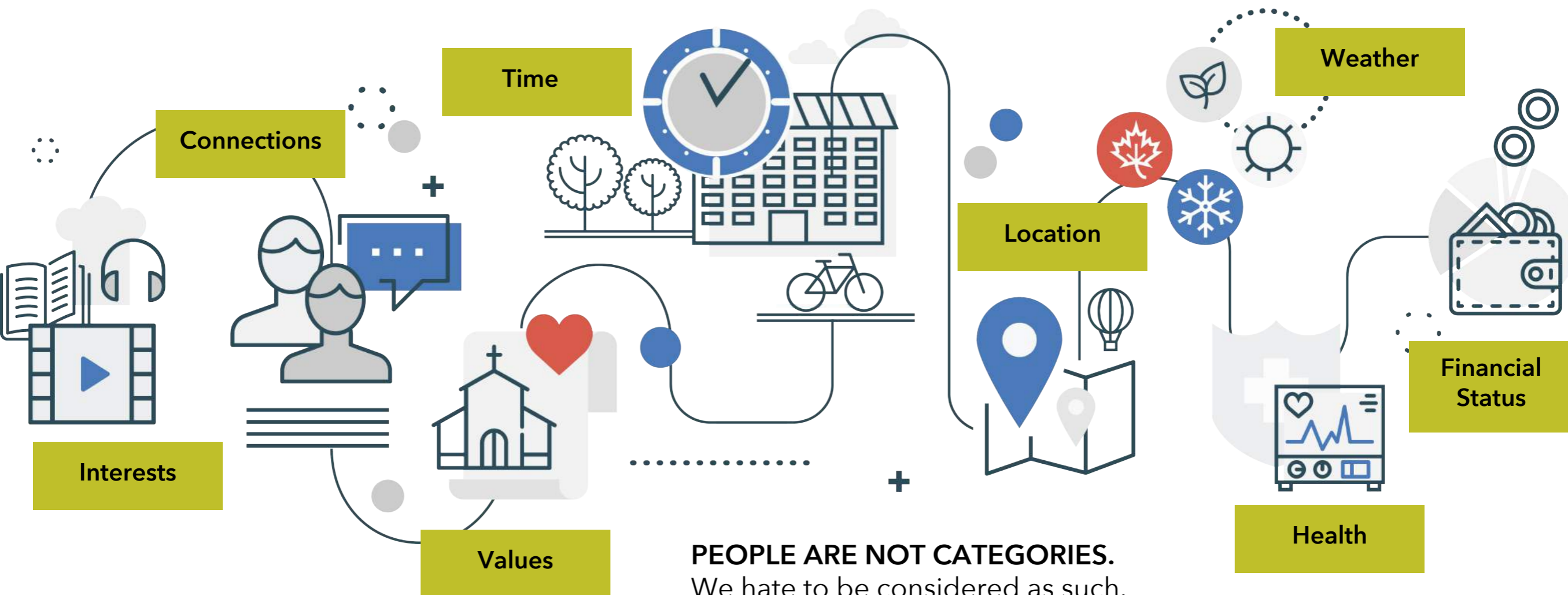
# PROBLEMS FACED BY BUSINESSES & USERS





# SOLUTION: AN AI POWERED ECOSYSTEM

- What if a system could be built that truly knew you, truly understood you?
- Knew you better than your current best recommendation system.. Your friends, family, colleagues
- A system that would learn constantly and develop its algorithms specifically to you and not put you in a bucket or category of other users



**PEOPLE ARE NOT CATEGORIES.**  
We hate to be considered as such.  
We are all individuals with our tastes, likes, dislikes, interests.





# OPENDNA'S USAGE IN VARIOUS INDUSTRIES



CONTENT PUBLISHING



TRAVEL & LEISURE



E-COMMERCE



COMMUNICATIONS



BUSINESS INTELLIGENCE & DATA ANALYTICS



AD TECH

**OpenDNA's technology is Industry Agnostic. Can be utilized by multiple businesses in varied industry verticals.**

Below is a list of a few business types and how they would benefit using OpenDNA's technology:

**CONTENT PUBLISHERS:** Benefits include increased retention, increased engagement, business and marketing optimization.

**TRAVEL & LEISURE:** Benefits include better understanding of customer's travel needs and in turn provide better products and services.

**E-COMMERCE:** Benefits include understanding customer buying behaviour and trends and predicting their needs with aids in better procurement decisions within organization.

**COMMUNICATIONS:** Building interest profiles and delivering personalized content and advertising.

**BI & DATA ANALYTICS:** Once stop platform to analyze multiple datasets within an organization. Easier data manipulation and reporting.

**AD TECH:** Better targeting of advertising content to a customer's interest profile. This increases ROI.

Few Examples of OpenDNA's current customer base:





# OPENDNA CUSTOMER: HANDSET MANUFACTURER

## FUTURE MOBILE TECHNOLOGY

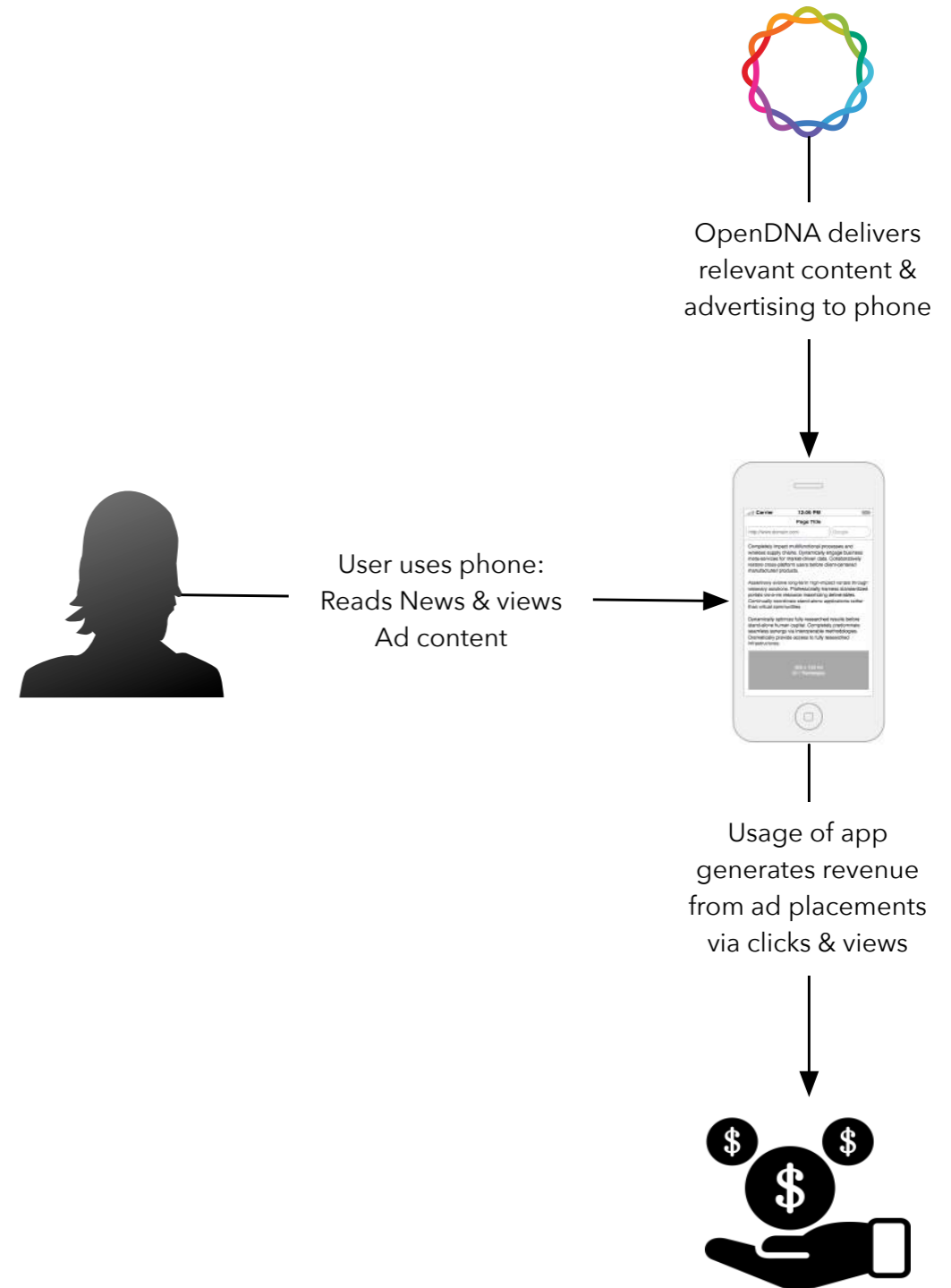
- Manufacturer and provider of the high-quality “Netsurfer” range of Android mobile devices to the European and African markets
- Jottr, OpenDNA’s personalized content App, will be pre-loaded on Netsurfer handsets and will host over 2,000 sources of rich content streams
- Through this pioneering development, OpenDNA-enriched Netsurfer Devices will “learn” and tailor news, entertainment, sports, technology, and lifestyle content to each individual user
- 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”

Advertising content can generate anywhere between \$1 to \$50 for every 1,000 impressions or also based on a click thru by a user. OpenDNA increases the content viewed by the user which generates more ad impressions, more click thrus’ and in turn more advertising revenue.

### For example:

If only 30,000 handset owners use the news app daily, then this could generate over \$500,000 in joint revenue per year.

If 100,000 users use the news app daily, then this could potentially generate over \$1.5m in joint revenue per year.







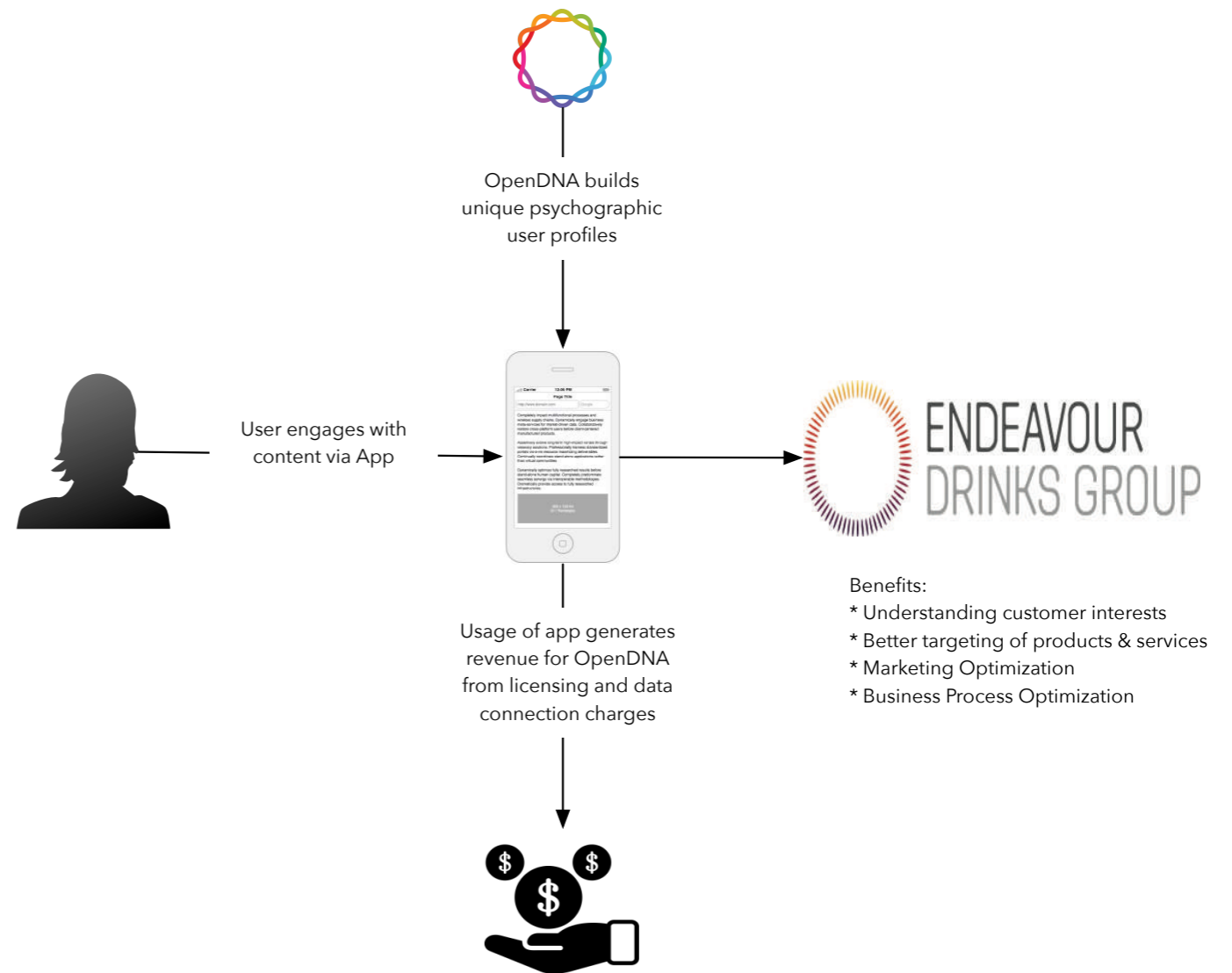
# OPENDNA CUSTOMER: E-COMMERCE BRAND



- Operated by Woolworth Limited and owner of the Dan Murphy's, BWS and CellarMasters brands (amongst others)
- OpenDNA has created apps providing users with the ability to tap into Endeavour's extensive product suite and allowing Endeavour Drinks Group to personalize drink recommendations in real-time
- Through psychographic profiling and user interaction with the app, consumers can create a library of potential products tailored to their specific interests and reflecting their preferences across a wide range of situations, events and moods

## Revenue generated by:

- the development of the app, as well as revenue via subsequent future builds;
- ongoing usage of the app (calculated by reference both to active user numbers and levels of user interaction with the app); and
- content sourcing and cataloging via OpenDNA's extensive access to worldwide content sources





# OPENDNA CUSTOMER: NEWS PUBLISHERS

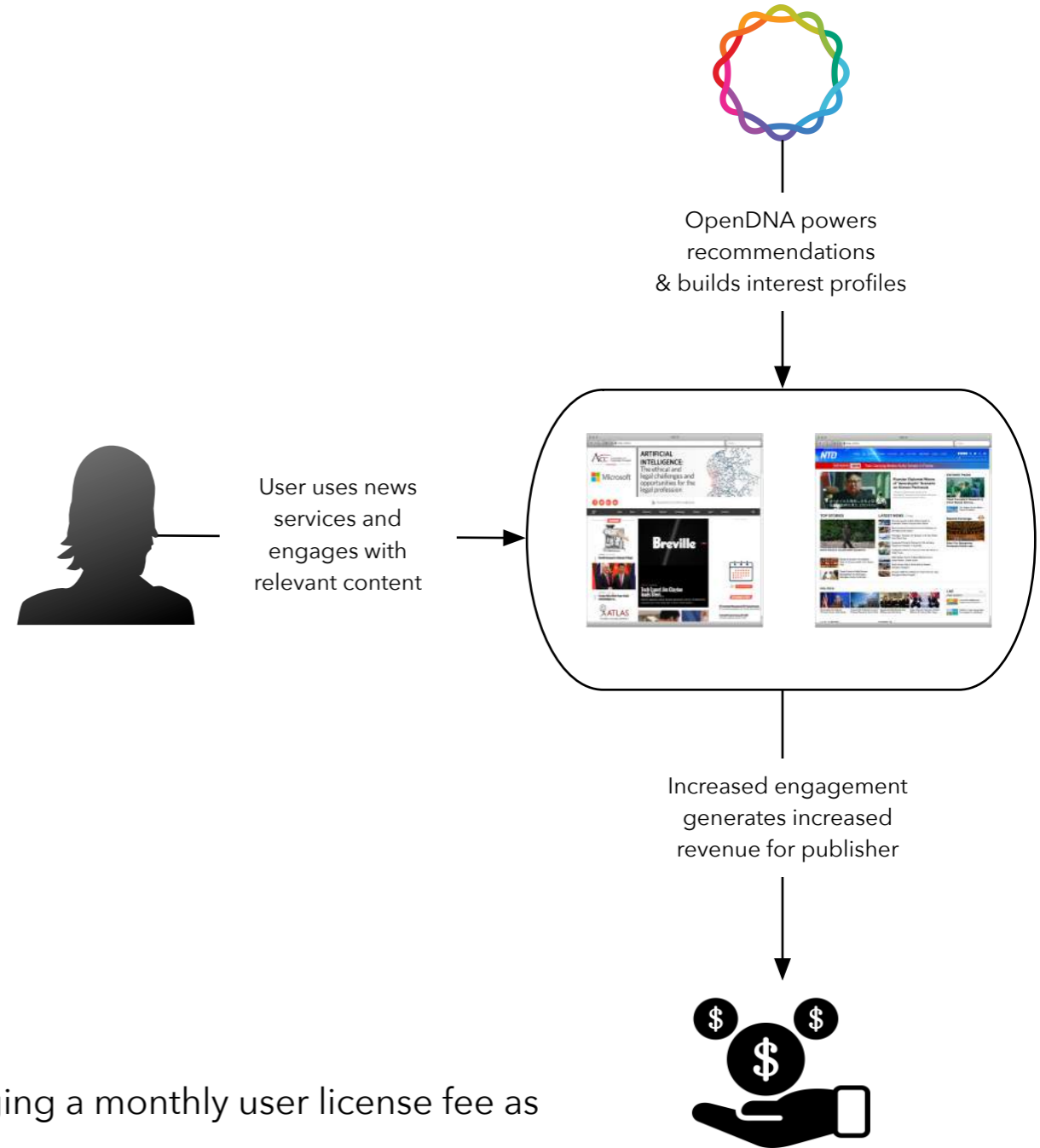
## The Epoch Times

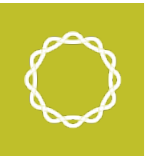
- The Epoch Times is an independent voice in print and on the web, which is published in 21 languages, in 35 countries, across five continents. The Epoch Times receives 105 million page views per month from 20 million visitors
- OpenDNA's technology will enable Epoch Times to obtain better insights into its millions of online readers and subscribers, in turn delivering personalized news and content experience for all their readers



- Boardroom.Media, a leading digital multimedia production company based in Sydney, Australia, signs Services Agreement to power its platform' using OpenDNA's "Artificial Intelligence System" (AIS)
- OpenDNA's AIS will enable Boardroom Media to obtain better insights into online readers and subscribers, in turn delivering personalized news and content for all their readers

NOTE: OpenDNA generates revenue from publishers by charging a monthly user license fee as well as receive a share of the uplift of revenue.





# DRIVING REVENUE

USER LICENSE FEES	
5 000 users	\$499
↓	↓
2.5M+ users	\$7k+
↓	↓
10M+ users	\$18k+
*charged monthly	



OPENDNA CONNECTION CHARGES
Fee per user session
\$0.0045 / session
or
Revenue share
Reviewed on a case by case basis





# REVENUE MODEL ALIGNED WITH CUSTOMERS' SUCCESS

Below is an excerpt from TMT Analytic Research Report on OpenDNA:

*Available for download on [OpenDNA.AI](https://opendna.ai) website.*

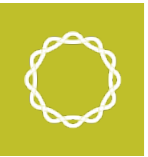
"Another key strength of OPN is the alignment of its revenue model with customer success. While OPN's revenue model comprises of a fixed component, i.e. a monthly license fee based on the number of users on a customer's online assets, OPN's key revenue driver is based on customers' revenue uplift resulting from the implementation of OpenDNA or the number of data connections made between the customer's systems and OPN's.

Example: a base licensing fee for a publisher's global news website with 20M unique monthly visitors, of which 2M are monthly active users, may amount to A\$ 15k or A\$ 20k per month.

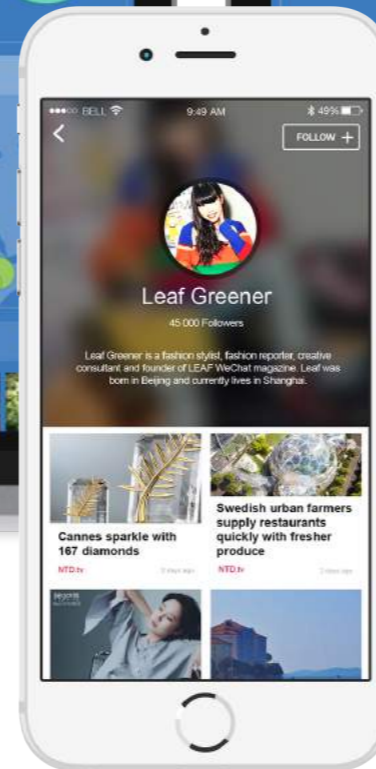
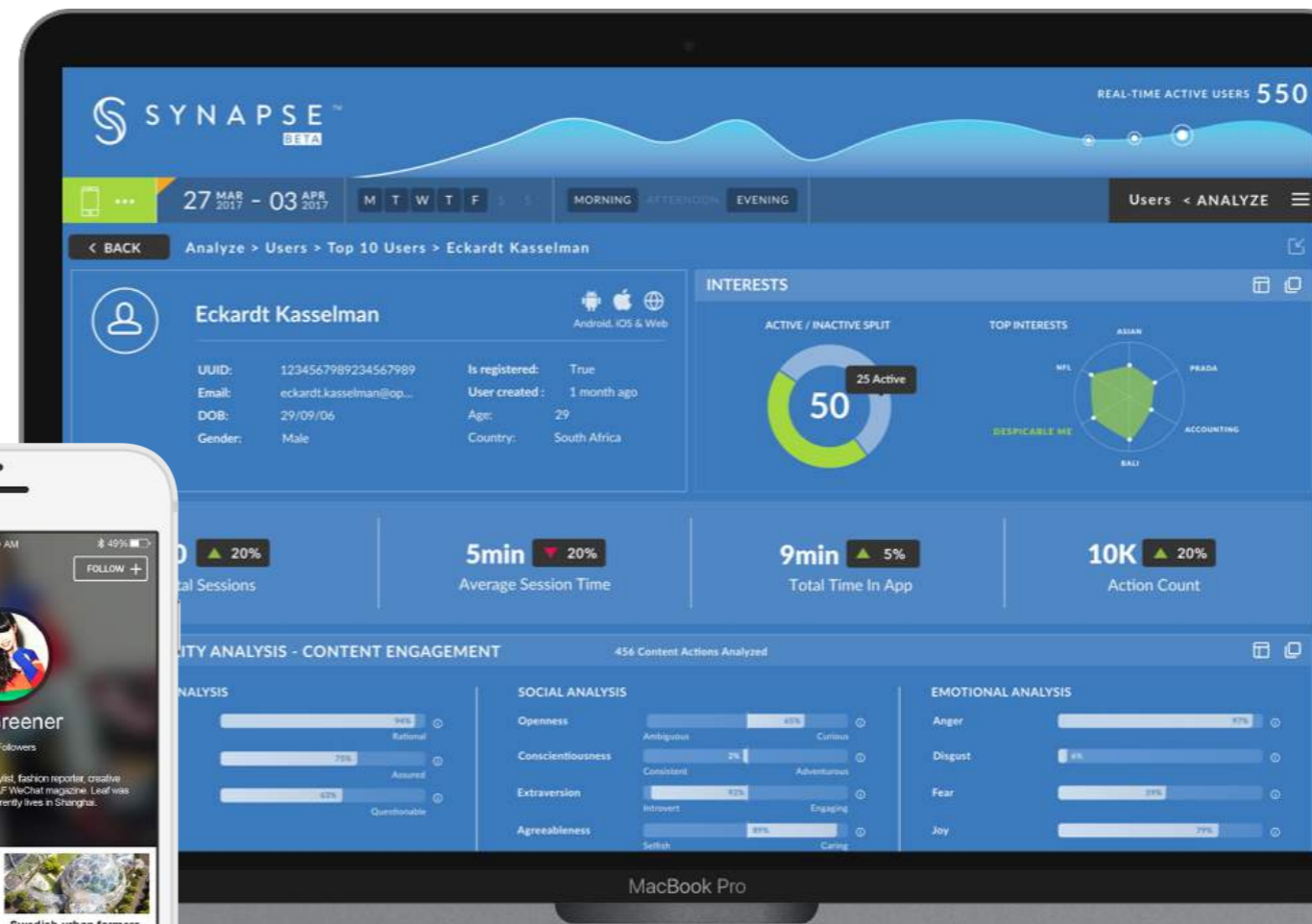
These 2M active monthly users may visit 2 of the publisher's webpages per visit on average. If OPN can increase the number of page visits to 4 on average by offering more personalized, and thus more engaging content to this publisher's audience, it will have doubled the advertising real estate on this website, and will have roughly doubled time spent on this website.

However, the value of ads the publisher can now place on this expanded online real estate will also be worth more, because the ads can be substantially more targeted. Advertisers are willing to pay much more for ads that are precisely targeted to their target audience compared to ads that are targeted at a more generic audience.

If the publisher can thus increase its advertising revenue from, say, A\$ 200k per month to A\$ 500k per month, and has agreed a 20% revenue share on this uplift with OPN, OPN can generate A\$ 60k per month in revenues from this customer (20% of A\$ 300k), in addition to the base licensing fee." - **TMT Analytics**



# SYNAPSE DELIVERS REAL-TIME INSIGHTS





# SNAPSHOT OF A USER'S DATA

CHUANDO TAN, 36



**ID:** 24857382928477477

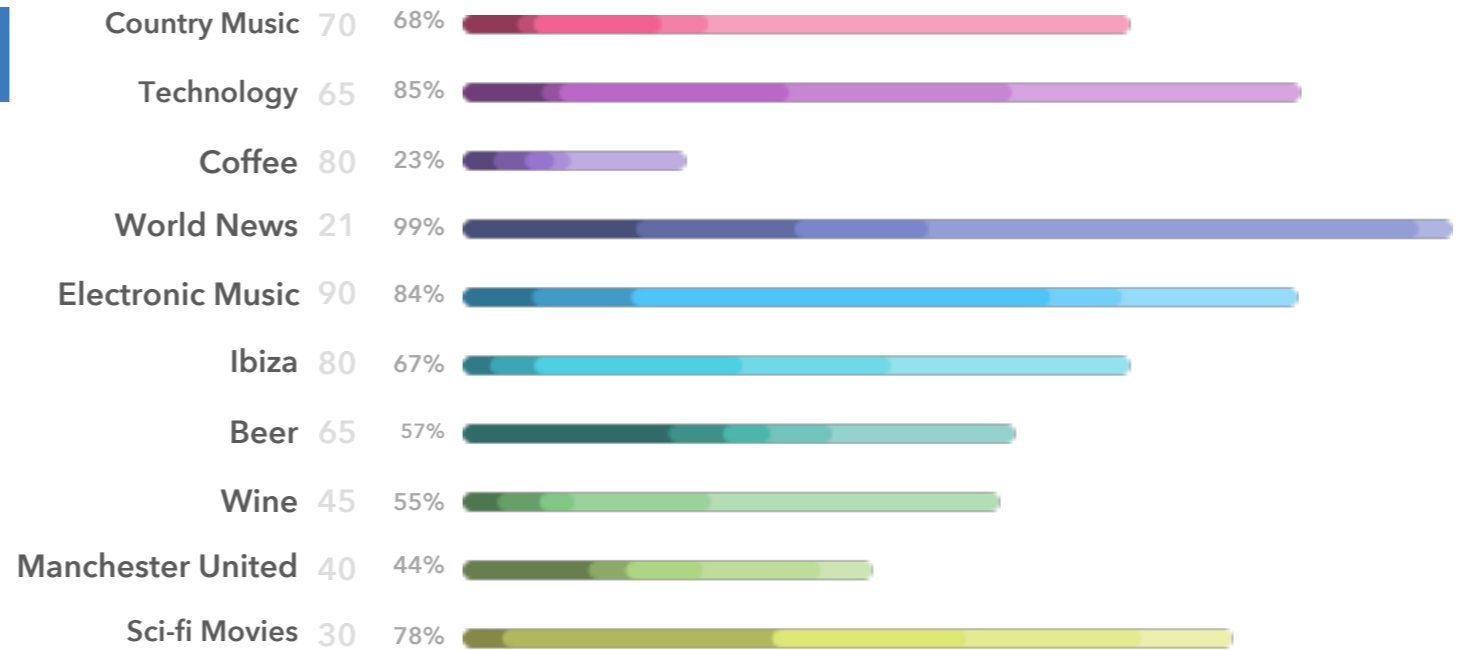
**Marital Status:** Married

**Wife:** Michelle Tan

**Children:** 2 (aged between 5-10 years)

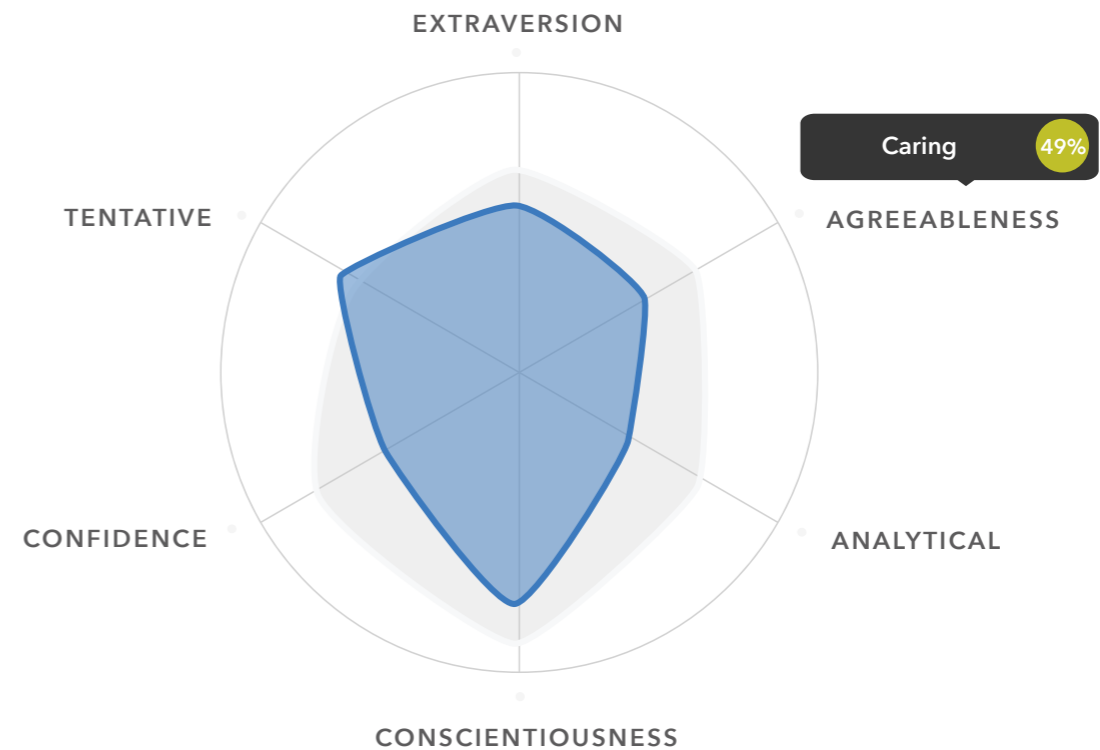
**Address:** Tiong Bahru, Singapore

**\*\* NOTE:** The above details are hypothetical. The name details have been changed to protect user privacy.



OpenDNA maps a user's interests and learns about the extent of interest that they may have in any area. This is highly contextualized and relevant to that specific user.

For businesses this delivers great value in better understanding their customers.





# OUTLOOK FOR 2018

- Implementation and Scaling Revenue
- Expanding into Asia Region
- Cost Optimization
- Building on existing pipeline of Tier-1 customers. Pipeline includes Telecom Companies, Publishers, E-Commerce, Ad-Tech, Media Companies, etc.
- Technology Advancements
- Global release of the API (Application Programming Interface) and SDK (Software Development Kit)
- Tier-1 Strategic Global Partnerships





OPENDNA™

PEOPLE ARE NOT CATEGORIES  
PEOPLE ARE INDIVIDUALS

[opendna.ai](https://opendna.ai)